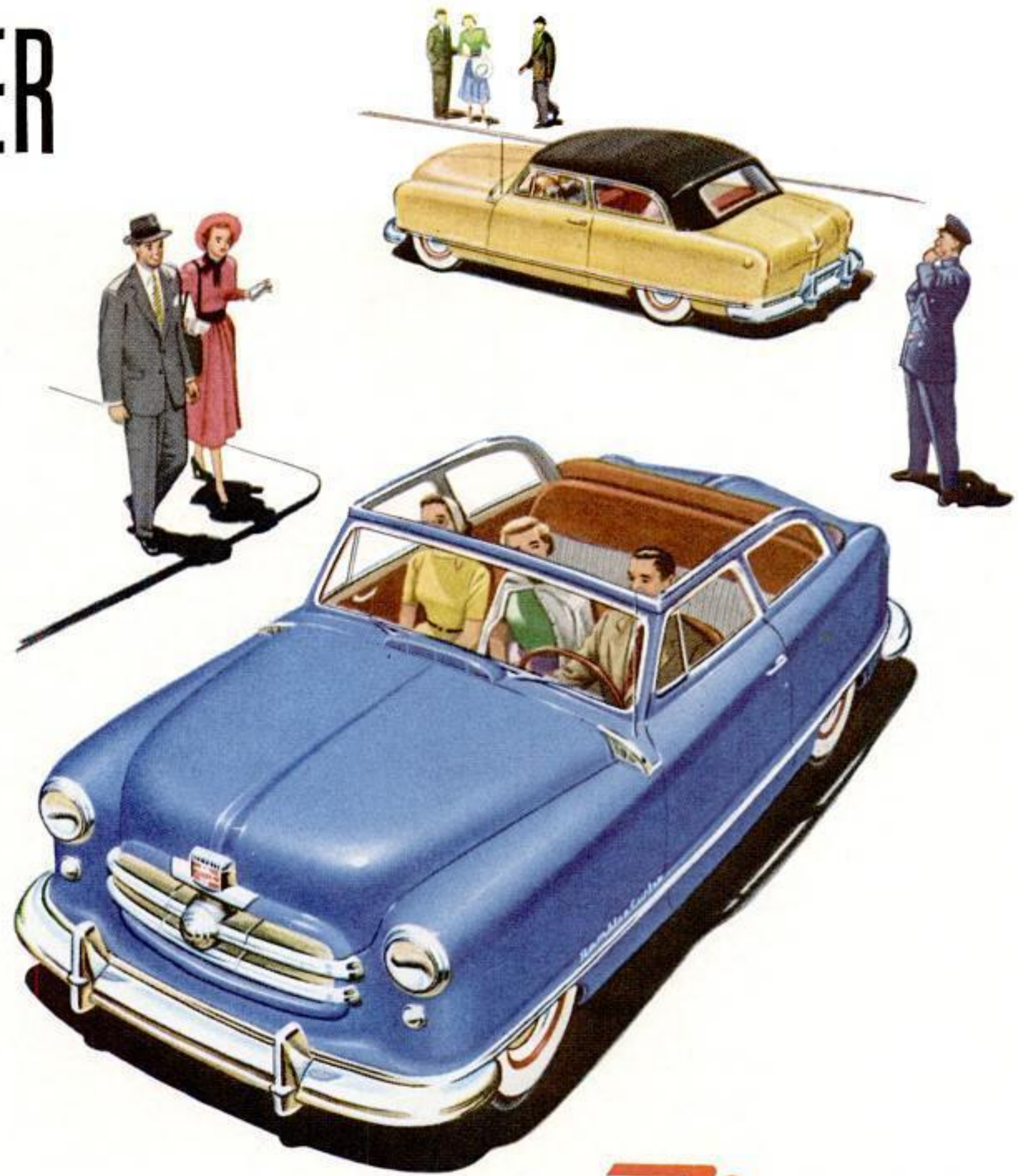
LIFE

ACTRESS
CECILE AUBRY

JUNE 26, 1950 20 CENTS
YEARLY SUBSCRIPTION $6.00
CANADA, $6.50
REG. U. S. PAT. OFF.

YOU'VE NEVER SEEN ANYTHING LIKE IT!



Touch a button — it's a super-safe open car! Push a button — there's the comfort of a family sedan! It's the Nash Rambler Landau... America's lowest-price 5-passenger Convertible!

Come see the most thrilling convertible in years—the new Nash Rambler!

For the first time—all the fun and sun of a super-smart open car, *with the safety of Airflyte Construction*—combined with the year-'round comfort and rattle-proof rigidity of a sedan. All at a quick button's push—all at *lowest-price!*

Goes like a blue streak! Easiest of all to handle! Delivers *up to 30 miles a gallon* at average highway speed.

Custom-tailored to your order . . . equipped with Weather Eye, radio—nearly $300 worth of custom extras *at no added cost!* Come see the new Nash Rambler that's got America talking Nash!

IT'S THE NEWEST MEMBER OF THE **Nash** FAMILY

Airflyte

THE AMBASSADOR • THE STATESMAN • THE RAMBLER CONVERTIBLE LANDAU

Great Cars Since 1902

Nash Motors, Division Nash-Kelvinator Corporation, Detroit, Michigan

Statesman

More than 25 miles to the gallon at average highway speed! Like the Nash Ambassador, the Statesman Super and Custom series feature coil-springing on all four wheels . . . Sky-Lounge Safety Interiors, Airliner Reclining Seat . . . Twin Beds . . . and America's best aerodynamic design, proved by wind-tunnel test to cut fuel cost, wind-noise, fatigue.

Ambassador

The most modern of America's fine cars now offers Hydra-Matic Drive with exclusive Nash Selecto-Lift Starting. America's top high-compression performance (7.3 to 1 ratio) on *regular* gasoline.

All Nash cars have Airflyte Construction . . . body and frame one welded, super-strong unit that's rattle-proof, twice as rigid, stays new years longer.

THERE'S MUCH OF TOMORROW IN ALL NASH DOES TODAY

Copyrighted material

Best tire value starts INSIDE...with

B.F. Goodrich

"RYTHM RIDE"... *GIVES YOU MORE SAFETY, COMFORT, MILES*

GENE AUTRY

America's Number One Cowboy says:

"LOOK INSIDE FOR INSIDE PROOF"

"In stunt riding, top performance depends upon horses and riders working together in perfect rythm", says Gene. "And right inside this BFG tire, I saw proof that top tire performance depends on rythm, too."

Go to any B. F. Goodrich dealer's and see for yourself on the inside surface of a BFG Silvertown how the cords are precision spaced with *no cross-threads.* Free to work together in rythm to give you "Rythm Ride" —today's *big* tire value that means extra safety, comfort, mileage, at *no extra cost!*

You get all this, plus convenient terms and top trade-in allowance at B. F. Goodrich.

IF YOU CAN TELL WHICH STUNT RIDERS ARE BEST, YOU CAN TELL WHICH TIRE IS BEST

1 In every tire thousands of cords flex as you ride. But the cords in most tires are as *out of rythm* as amateur stunt riders. Cord action is hampered by non-working cross-threads.

2 With no *cross-threads* to hinder their action, BFG tire cords work *in rythm*—like the riders above. Carry impact from one to another, smother road shock, reduce wear, cushion bumps.

3 In most tires, slender cross-threads make cords bunch and gap, causing weak spots, "slacker" cords, overworked cords. But BFG cords are sealed in live rubber—spacing and tension are uniform.

4 Look inside—then decide. "Rythmic-flexing cords" in every tire for every need is a B. F. Goodrich exclusive. See your BFG dealer and buy today. The B. F. Goodrich Company, Akron, Ohio.

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WONDERFUL FOR SUMMER EATING!

...make a tuna salad!

The best O'tuna sandwiches, salads and other delicious tuna dishes are yours....when you make them with our **Breast-O'-Chicken** brand tuna.

For.... O' all the tuna caught by our mighty fleet O' clippers.... we select only the finest to pack under our renowned **Breast-O'-Chicken** label. It's the young - the tenda' tuna....hand-caught and hand-selected for lightness, fine texture and delicate flavor.

Today....change to the tuna that makes Summer meals sing! Get **Breast-O'-Chicken**...for **Breast-O'-Chicken** brings you only the **best O' tuna.** White label for fine solid pack.... Green label for fine meaty chunks. Get a tin or two tomorrow— → **see and taste the difference!**

BREAST O' CHICKEN

it's young it's tenda'

brings you only the best O' tuna

WHITE LABEL SOLID PACK

Guaranteed by Good Housekeeping

GREEN LABEL CHUNK PACK

White is right for fine solid pack

Get the green label for fine meaty chunks

CHICKEN

FREE! drop us a line and catch a big haul O' fine recipes from the capital O' the tuna world
Write: Westgate-Sun Harbor Company, 1995 Bay Front Dept. L-2, San Diego 13, California.

GROCERS EVERYWHERE ARE FEATURING THIS ADVERTISEMENT WITH DISPLAYS OF BREAST-O'-CHICKEN & LETTUCE, MAYONNAISE, etc.

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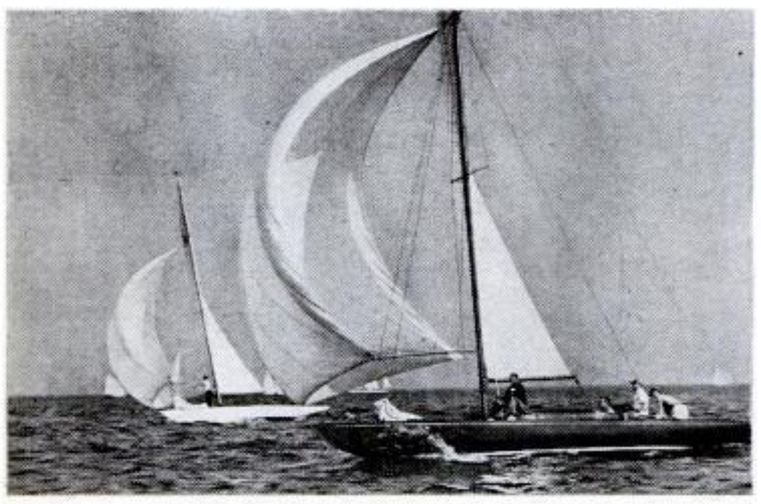
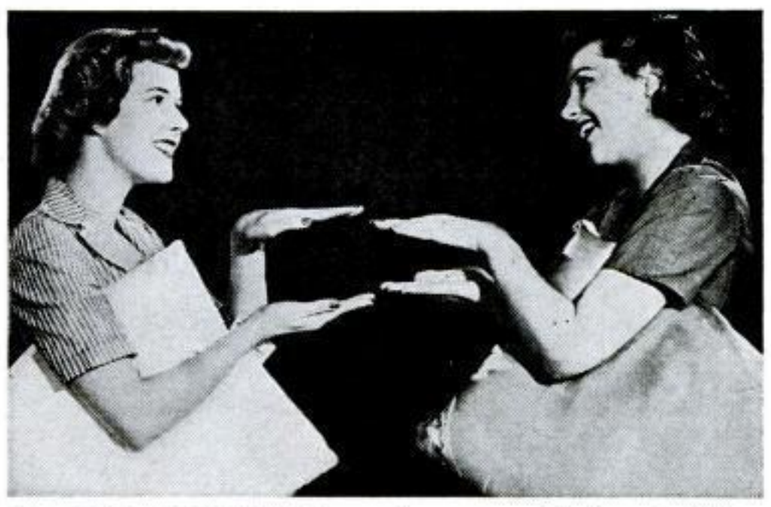
ONLY THE FAMOUS PLAYTEX PILLOW GIVES COOL SLEEP LIKE THIS ON THE HOTTEST NIGHT!

Discover why no other pillow—foam or feather—compares with your "air-conditioned" PLAYTEX® PILLOW!

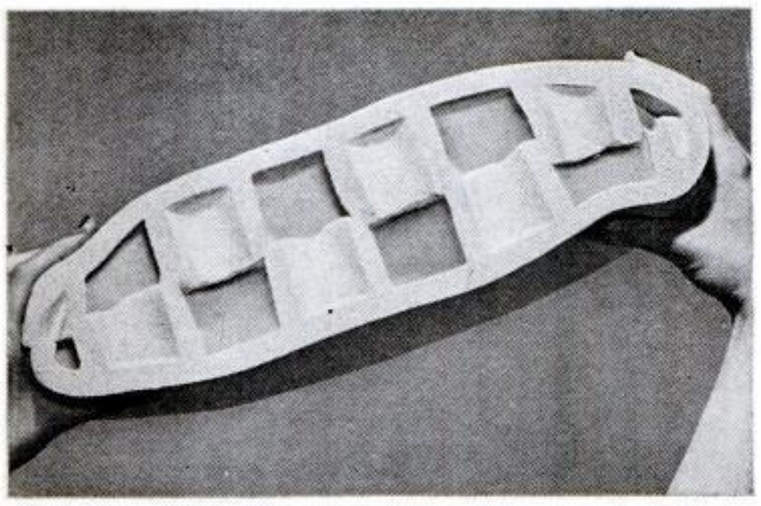


1. Only PLAYTEX Pillows stay as fresh and cool as an ocean breeze—for only PLAYTEX Pillows are made of quality *Superfoam!** *Entirely different* from old-fashioned feather pillows, or other foam pillows. *Superfoam* never gets hot or perspiration-soaked, never sags, lumps or bunches.

2. Only PLAYTEX Pillows give such blessed relief to millions of allergy-sufferers! For PLAYTEX *Superfoam* is allergy-free, dust-free, mildew-proof. No more feather dust irritations to make you sneeze, choke or cough at night! Get restful sleep every night, all year!



3. Only PLAYTEX Pillows give you a choice of pillow thicknesses. You can choose the Regular Height or "Extra-Plump," if you like a "higher" pillow. Always fresh, forever buoyant, the PLAYTEX Pillow lulls even the lightest sleeper into sound, relaxing slumber!



4. Only PLAYTEX Pillows make such a wonderful difference in your sleeping comfort! The patented "staggered core" construction cradles your head in the most restful position. Millions of microscopic air cells actually "breathe" to give you the utmost in refreshing sleep!

For every occasion . . . no gift compares with the gift of sleep!

Beautifully gift-packaged. At department stores, furniture stores and sleep shops, everywhere.

5. Only PLAYTEX Pillows give the most for your pillow money! That's because PLAYTEX Pillows are never sold as "seconds" or "irregulars" that cost more in the end. The difference in price between the high quality PLAYTEX Pillow and so-called "bargains" is only *about 10 cents a year!*

CHOOSE YOUR FAVORITE PILLOW HEIGHT!

Regular Height, white, pink, or blue extra-fine Sanforized cotton cover, nylon double-stitched for longer, stronger wear . . . **$8.95**

Extra-Plump, white, pink, or blue extra-fine Sanforized cotton cover, nylon double-stitched for longer, stronger wear **$9.95**

Also, luxurious nonslip rayon satin covers, concealed zippers, slightly higher.

INTERNATIONAL LATEX CORPORATION Playtex Park •T.M. © 1950 **Dover Del.**

LIFE is published weekly by TIME Inc., 540 N. Michigan Ave., Chicago 11, Ill. Printed in U. S. A. Entered as second-class matter November 16, 1936 at the Postoffice at Chicago, Ill. under the act of March 3, 1879. Authorized by Post Office Department, Ottawa, Canada, as second-class matter. Subscriptions $6.00 a year in U. S. A.; $6.50 in Canada.

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I've found me a wonderful WAVE!

"**Six nights every week** and twice on Wednesdays and Saturdays—my hair gets this sudsing," says Mary Martin, "and all it gets afterward to make it presentable is a few quick licks with a brush. That's why Rayve Home Permanent is so wonderful—it really does make my hair behave as if it were naturally curly."

Energetic as the rest of her, Mary Martin's curls grow so fast that in order to be short enough for that on-stage shampoo, they must be cut weekly, permanented every three weeks.

MARY MARTIN

of Broadway's all-time smash hit

"South Pacific"

Vital part of every costume she wears: her

RAYVE HOME PERMANENT

"Yes, I have to put up 72 curls every 3 weeks! Good thing for me that Rayve's so easy on your hair!"

"You wouldn't think I'd have any hair left, would you?" she inquires in that warm, confiding voice of hers. "But the truth is, my darn hair has never been healthier! Rayve is very, very easy on your hair. I've tried them all, believe me—and really and truly there's a difference between a Rayve Permanent and the rest. You really do get a softer, more natural curl.

"Your hair actually has a *sheen* afterwards—honest! Almost as if you'd been using a hair conditioner, instead of putting in a permanent. I don't know too much about chemistry, but I understand Rayve waving lotion is unique—a different creaming agent, a different wetting agent, and so forth. Anyhow, I know the *results* are unique. You really do get a shinier, softer, more natural curl . . . you really do!

"Well! As you might gather, I'm delighted with it. *You* see what *you* think of it!"

The delighted audience all but dances in the aisles nightly as Mary Martin sings "I'm Gonna Wash That Man Right Out of My Hair"—and shampoos her celebrated crop with *real* suds. All this inspired "business" was her own idea.

Copyrighted material

"**My husband and I** figured out the other day that I'd washed my hair 1886 times altogether—and had 31 home permanents, since 'South Pacific' opened!"

Rayve Refill, $1 (use any plastic curlers). **Complete Rayve Home Permanent Kit, $2** (with 60 plastic curlers).

Money-Back Guarantee! Yes, your money back if you don't agree with Mary Martin that Rayve is the softest, most natural wave you've ever had at any price.

Mary Martin has shorter hair than *you* probably have. Though a Rayve wave is *extra* long-lasting—it doesn't mean a lot to *her!* Yet Rayve's *longer-lasting* curls are a big point with most women.

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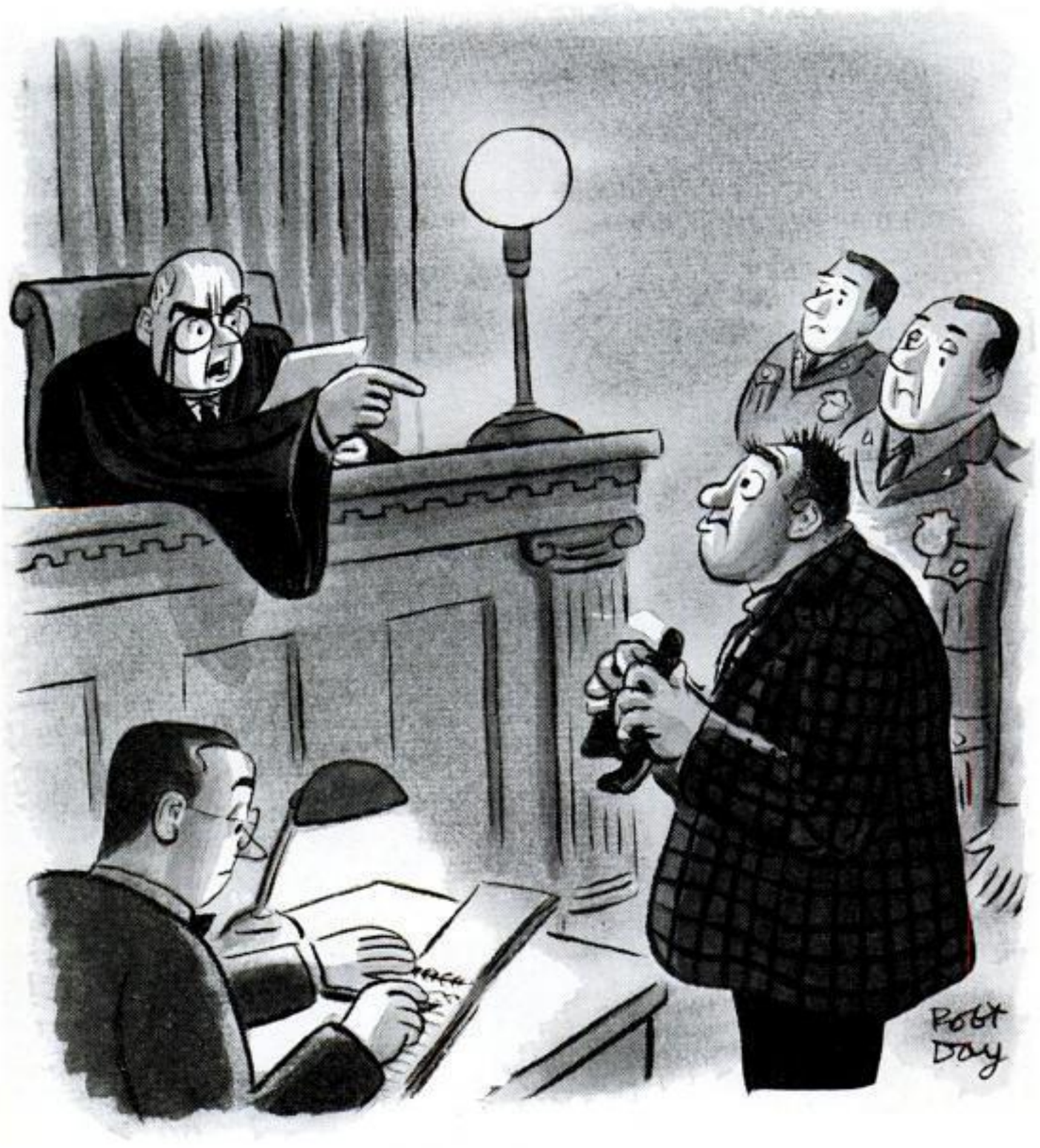
"Horace, I hope you remembered to wear your 'Sanforized' shorts."

"Sanforized!"



"Hanging's too good for you. I sentence you to life imprisonment in a shirt that's not marked 'Sanforized'!"

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

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a
completely
new
experience
between
men
and
women!...

"The Men"

more punch
than
"CHAMPION"
more guts
than
"HOME OF THE BRAVE"
from the
producer
of both!

MARLON BRANDO · TERESA WRIGHT in
STANLEY KRAMER'S
"The Men"

with Everett Sloane · Jack Webb · Richard Erdman
Virginia Farmer · Dorothy Tree · Howard St. John
Produced by STANLEY KRAMER · Directed by FRED ZINNEMANN
Original Screenplay by CARL FOREMAN · Associate Producer GEORGE GLASS
Musical Score by DIMITRI TIOMKIN · Released thru UNITED ARTISTS

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Serve Serve Serve
yourself to savings with
UNDERTHINGS OF ® Spun-lo RAYON FABRIC

If high prices make you nervous, Get Spun-lo undies, tops in service, Sleek, long-wearing... tub so well— No ironing needed... They ring the bell!

Always look for the Spun-lo label on PANTIES • SLIPS • PETTICOATS GOWNS • CHILDREN'S UNDIES *—it means extra value for you*

Guaranteed by Good Housekeeping

INDUSTRIAL RAYON CORPORATION, CLEVELAND, OHIO
PRODUCERS OF CONTINUOUS PROCESS RAYON YARNS AND ®TYRON CORD FOR TIRES

LETTERS TO THE EDITORS

ROOSTER DAY

Sirs:

If those photographs of "Rooster Day in Broken Arrow" (LIFE, June 5) had been from one of the countries whose accepted sports are bullfighting and cockfighting, I'd still have been horrified. That supposedly mature and thinking adults can permit, sponsor and carry through such a ghastly affair with growing children is absolutely appalling.

BETTY CARRINGTON

Closter, N.J.

Sirs:

I'm not prudish about murdering a bird for Sunday dinner or slaughtering little lambs when it means lamb stew—but when it comes to giving kids an opportunity for a fast buck by mutilating an animal for no good reason, I become quite demoralized.

N. SCHNEIDER

Reading, Pa.

Sirs:

. . . I am an animal lover, 14 years old, and I wouldn't tear apart a helpless rooster if he was stuffed with dollar bills.

STEVEN HURWITT

New York, N. Y.

Sirs:

. . . All I can say is I'd hate to be a rooster in that town.

BUD GOODALE

Boston, Mass.

Sirs:

Broken Arrow is irked at your write-up of Rooster Day, and I don't blame them. I am a former resident and sister of the man who concocted the idea for it. We get pretty tired of people on the coasts writing up our state in the shoddy manner they choose to depict us. Most of us are well aware that we aren't any more uncivilized than any other town in the world. We are honest-to-john human beings who live and breathe in a very ordinary fashion.

SUE CARLILE

Ponca City, Okla.

Sirs:

I didn't see the Rooster Rodeo in Broken Arrow but can't help recalling that on the same day a small scale duplication occurred in Tulsa, and *that* I did see—the scene was almost identical with your pictures—kids almost tearing a luckless rooster apart for five-dollar bills! Most of the Tulsa roosters lost some feathers, but none of them lost their lives.

TOM LONG

Tulsa, Okla.

ROOSTER DAY IN TULSA

CONTINUED ON PAGE 11

EASY! ECONOMICAL!
BEEF GRAVY SURPRISE

BEEF GRAVY SURPRISE
4-5 slices meat loaf, roast beef or roast pork
1 can Franco-American Beef Gravy
¼ cup water
Pie Dough (about ½ of a standard recipe)

Heat oven to 375° F. (moderate). Arrange meat on greased 10x6x2-inch baking pan. Combine gravy with water; pour over meat. Roll pie dough and cut in diamond shapes. Place dough on top of mixture. Bake 45 minutes at 375° F. Makes 4-5 servings.

Made from juices of selected beef...with that genuine roasting pan flavor! Delicious served hot with *any* meat-and-potato dinner. On sandwiches. In stews. Or add it to make your own gravy s-t-r-e-t-c-h.

Franco-American Beef Gravy makes the meal!

GET THE TAN

WITHOUT THE BURN

Don't let an agonizing sunburn spoil your vacation. **GABY** lets you tan smoothly, beautifully!

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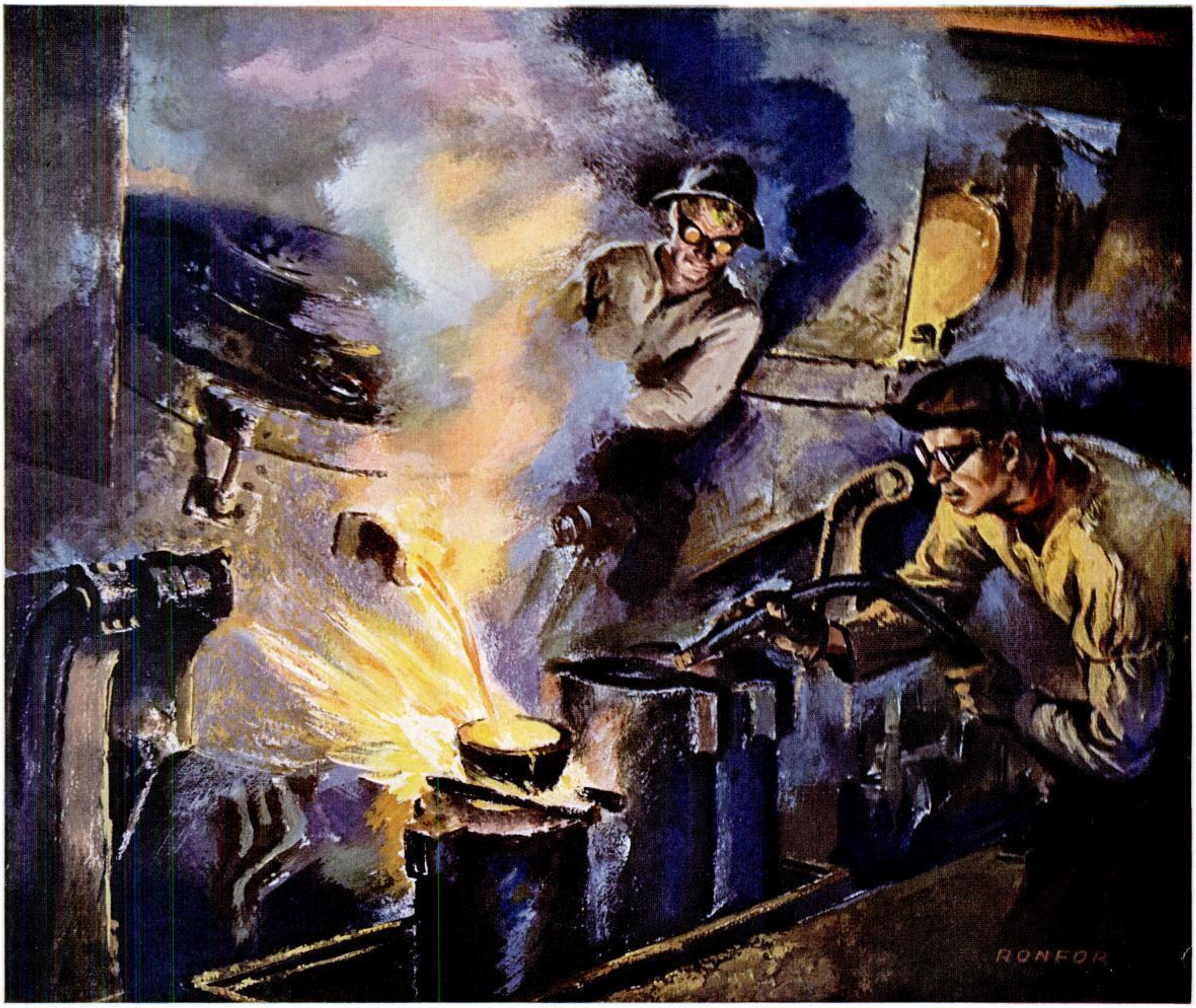
Converting scrap into brass billets at Nassau Smelting and Refining Company, Staten Island, New York.



Liquid fire—solid economy

MOLTEN METAL lights the scene at Western Electric's own smelting plant, where these men help to reclaim millions of pounds of metals from worn out Bell telephone equipment, as well as scrap metal from Western Electric factories. They turn such junk into refined metals and alloys, out of which Western Electric makes *new* Bell telephone equipment—at an important saving in cost.

This is only one of many ways in which Western Electric people manage to keep down the cost of equipment to Bell Telephone companies. Our manufacturing and purchasing economies are reflected in the low price you pay for telephone service.

• Western Electric is a part of the Bell System—has been for 68 years. So, naturally, our people who *make* telephone equipment have the same goal as Bell Laboratories people who *design* it and telephone company people who *operate* it. That goal is high quality, low cost telephone service for you.

Western Electric

A UNIT OF THE BELL SYSTEM SINCE 1882

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KEEP COOL

KEEP HAPPY

Who minds the heat? You won't, with smooth, luscious SEALTEST Ice Cream to keep you cool! It's one of the joys of summer . . . in cones, and by the dishful . . . at handy fountains, and at home. It's rich and refreshing, made to exacting standards. It makes you feel swell, when it's sweltering. SEALTEST tastes best . . . that's why it's America's best liked, best selling ice cream.

It's fun to serve ice cream desserts at home. Just buy the SEALTEST have-it-again half-gallon. Keep it in your freezer compartment.

Buy the best . . . buy *Sealtest*

You'll find the SEALTEST trademark only on products of divisions of National Dairy Products Corporation. It is your assurance of purity, quality, and delicious flavor . . . in Ice Cream, Milk, and other dairy products.

Sealtest

ICE CREAM

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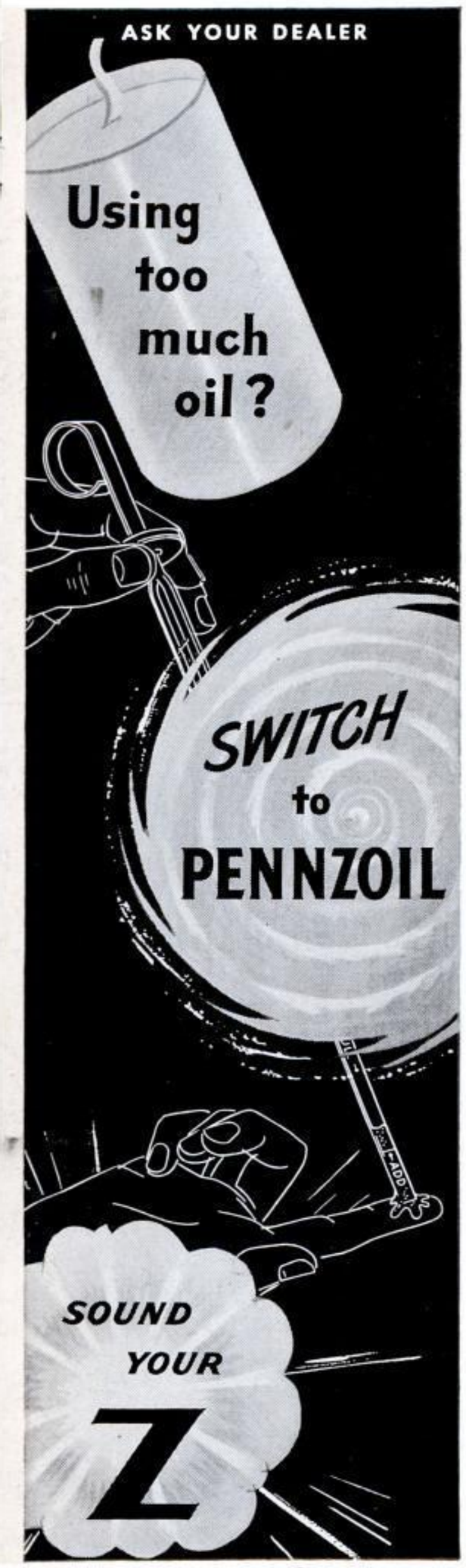

If you suspect you've been using too much oil, find out with your next oil change. Switch to Pennzoil, the 100% Pennsylvania motor oil that lasts longer, grade for grade.

Over 60,000 better dealers recommend Pennzoil at the yellow oval sign. Drive in now and sound your "Z" for the genuine.

SOUND YOUR Z
100% Pure Pennsylvania
PENNZOIL
Safe Lubrication

Member Penn. Grade Crude Oil Assn., Permit No. 2

TOUGH-FILM PENNZOIL® MOTOR OIL & LUBRICANTS AT BETTER DEALERS . . . COAST TO COAST

LETTERS TO THE EDITORS

CONTINUED

FAIRY RING

Sirs:

Week after week, in turning the pages of LIFE, I have thought how delightful it would be to come upon a picture that seemed especially for me. Today that happened. Thanks most gratefully for the marvelous "fairy ring" picture (Speaking of Pictures, LIFE, June 5). It opens the magic casements of the mind.

MARGARET DURANT
Algona, Iowa

Sirs:

The botanical phenomenon of the fairy mushroom ring is seen also in our own U.S.

This is a shot of Everett Hobbs on the athletic field of North Hollywood High School. When the picture was taken several years ago, he was a custodian at the school. Apparently he suffered no magical ill effects from standing inside the ring because he is still custodian.

ERNEST CORTS
North Hollywood, Calif.

U.S. FAIRY RING

Sirs:

The mushroom pictures are beautiful and the captions correct except for the statement that when the shaggy-mane "grows old, it becomes very tough." Actually, the shaggy-mane and all other inky caps are digested by their own enzymes as they mature, so that instead of growing tough they dissolve into black ink.

D. P. ROGERS
Curator
The New York Botanical Garden
New York, N.Y.

A KING'S STORY

Sirs:

At long last we have Edward's side of the controversy ("A King's Story," LIFE, June 5)—and how it clarifies the issues of that momentous day!

MARGUERITE PARKS
Charlottesville, Va.

Sirs:

I sat up until 2 a.m. reading the first instalments of "A King's Story" and finished them with a lump in my throat.

It is time the world had a chance to recognize what a truly great person he is. You are to be congratulated on your presentation.

ETHEL HART HARRIS
Salt Lake City, Utah

CONTINUED ON NEXT PAGE

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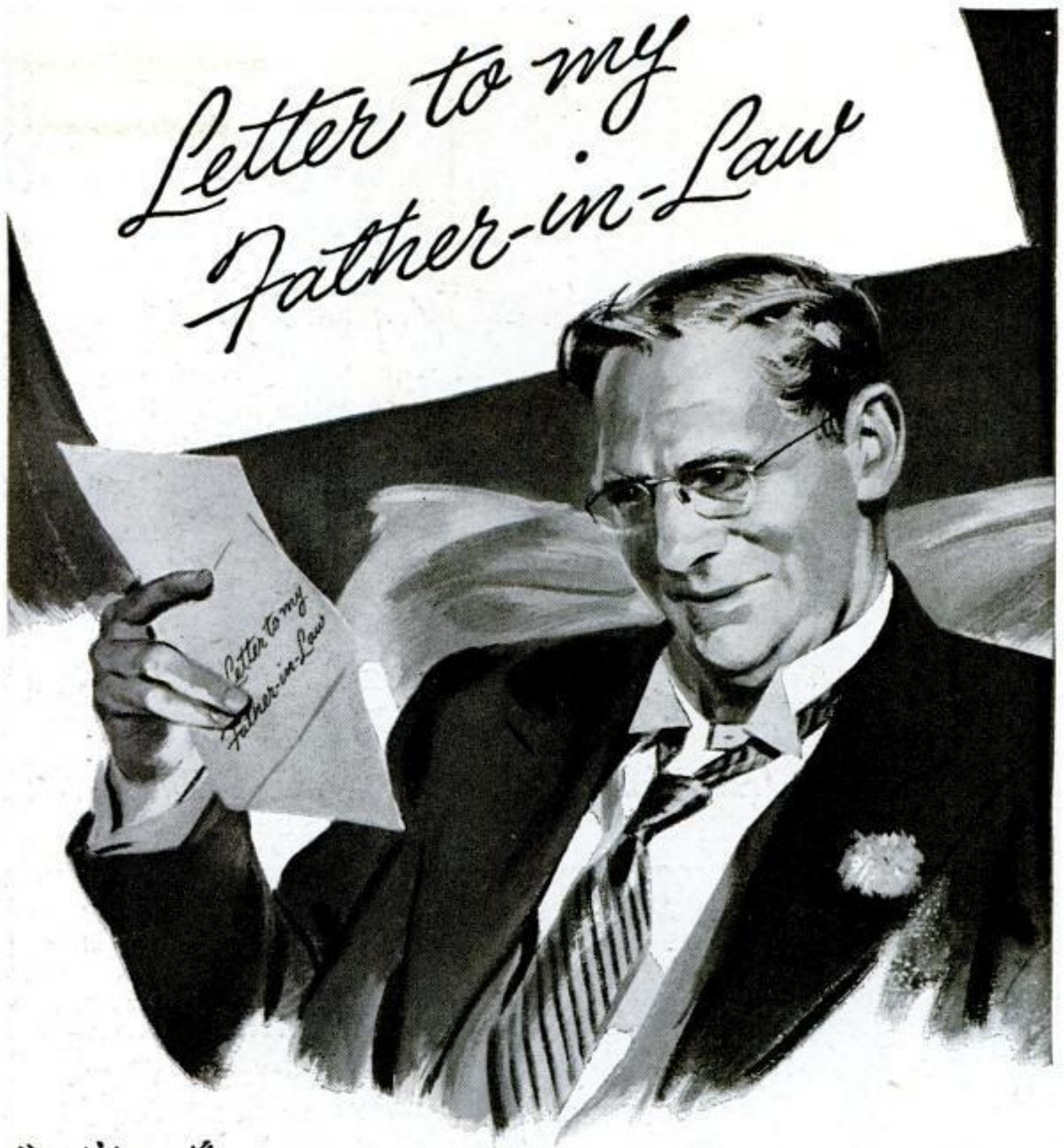

". . . so I want you to know that even *I* can realize just how tough it must be to be the father-of-the-bride.

"First you work 21 years to bring up your daughter. Then you foot the bills for a wedding so some stranger can carry her off. And now you have to start worrying whether her husband will be able to give her the kind of security you gave her.

"Believe me, Dad, I'm going to try. Do you remember telling me about your Mutual Life *Insured Income* plan . . . how you've always set something aside to protect your family and prepare for your own retirement? Well, I decided I was marrying into a smart family and I couldn't do better than to follow in your footsteps.

"*I've* started a life insurance program with The Mutual Life, too . . . one that will give Sally a steady income if I'm not around and also safeguard your grandchildren's education. Like your *Insured Income* plan, mine is based on Social Security and my other assets—which certainly makes it easier on the budget. And if all goes well, someday it will pay for my 'reclining' years.

"So you see, Dad, Sally and I are getting off to a solid start in our married life. Many thanks for the wonderful wife—and the fine example!

Bob"

The Mutual Life Field Underwriter near you will be glad to explain how your family and you can enjoy the benefits of Insured Income.

Insured Income FIRST IN AMERICA

THE MUTUAL LIFE
INSURANCE COMPANY of NEW YORK
1740 BROADWAY AT 55TH STREET • NEW YORK 19, N. Y.

Your Social Security—**WORTH $5,000 OR $15,000?**

SEND FOR FREE BOOKLET — Learn the facts of Social Security . . . how it teams with your life insurance. If you live in the U. S., mail the coupon below. You'll also receive a handy filing envelope to keep official records you, or your wife, may need later to collect benefits without costly delay.

Yes, I would like your FREE Social Security Booklet—L-67.

NAME..... DATE OF BIRTH.....
HOME ADDRESS.....
CITY..... COUNTY.....
STATE..... OCCUPATION.....

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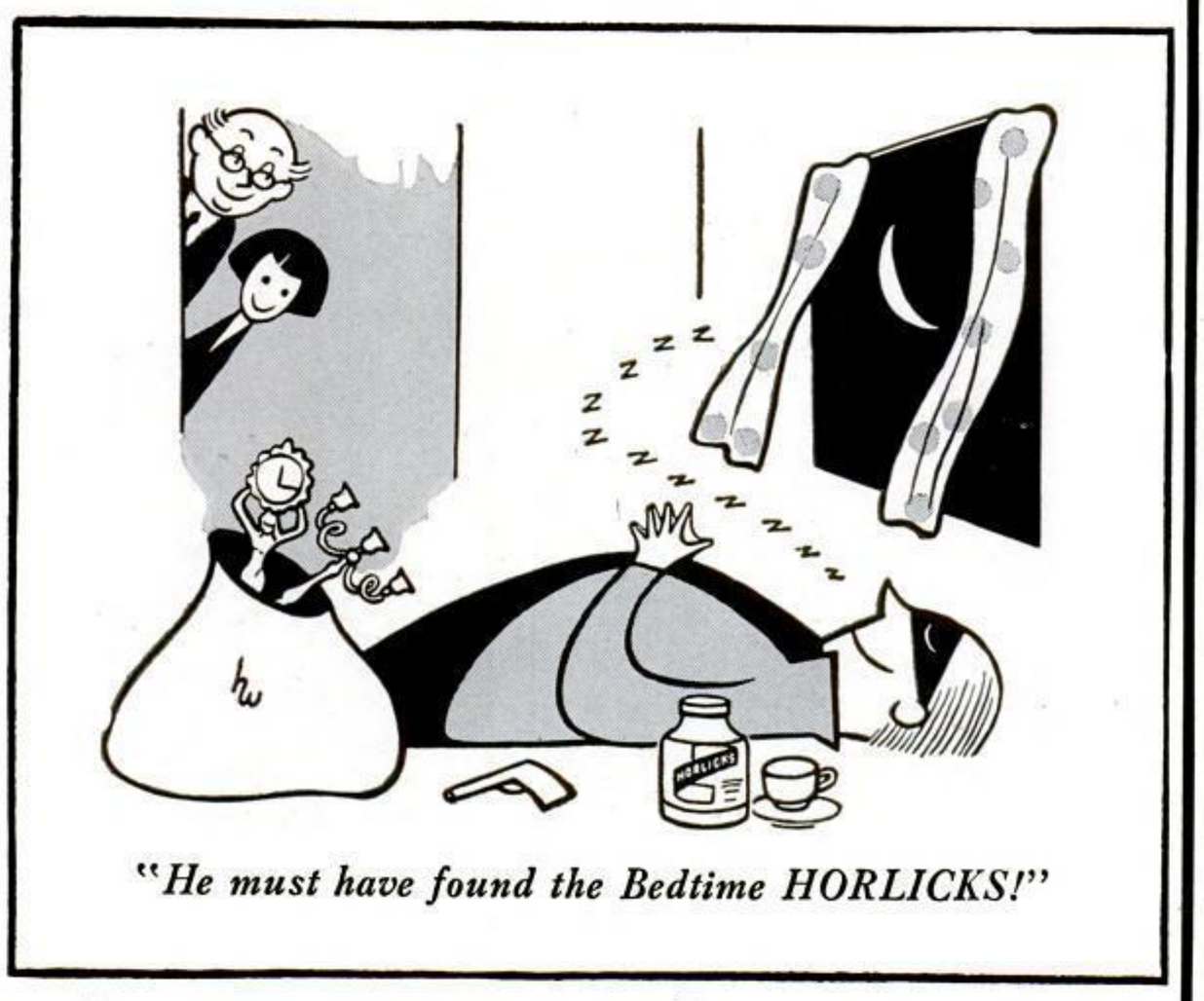

"He must have found the Bedtime HORLICKS!"

How to slumber in summer, despite the thermometer: Slowly sip a cupful of hot Horlicks before you turn in. Horlicks invites deep, restful sleep and banishes "Night Starvation." You wake refreshed.

HORLICKS

FUN AT HOME WITH HORLICKS

Swell Hot Weather Lunch

It's easy, Mom! Lots of fun and really nourishing, too. All you need is a jar of Horlicks from your druggist. Mix with milk. Serve with sandwiches. Yum, yum.

Crush red, ripe strawberries . . . add generous scoops of ice cream, milk and Horlicks Fountain Brand. You've really got something—a Horlicks Berry Patch Malted Milk. Ask for it at your fountain.

P.S. *Want another treat? Ask for a Horlicks Cola-Malt. First a Horlicks Malt-of-the-Month—now a growing American custom.*

They Train on HORLICKS

Twice-winning American Olympic diving teams made Horlicks a part of their training diet. Let your young dolphins dive into Horlicks Tablets whenever they like. Nibble-sized nuggets of malted milk—packed with nutrition. From 10¢—ask for them at candy counters.

REMEMBER THAT GOOD NAME

LETTERS TO THE EDITORS

CONTINUED

SUGAR RAY ROBINSON

Sirs:

Your article on Sugar Ray Robinson (LIFE, June 5) was the best close-up I have read in LIFE. It is news coverage like this that keeps me renewing my subscription.

ROBERT CARLTON SCOTT JR.
Baltimore, Md.

HIGH GOAT

Sirs:

Since LIFE found the picture of a "Horse on Hind Legs" amusing (LIFE, May 22), perhaps this shot I took of a goat reaching for some green leaves in the Buffalo Zoo will prove equally entertaining. You can see where he has munched the foliage right off the lower branches.

WALTER C. VAN BUREN
Buffalo, N.Y.

HUNGRY GOAT

POISON IVY

Sirs:

You failed to mention in your fine article on poison ivy (LIFE, June 5) that one of the most effective methods of relieving the itch is to bathe the affected areas with water as hot as a person can stand. For a few seconds the itching becomes intense and then vanishes for four or five hours.

MRS. CLARY CLOVER
Muskegon, Mich.

Sirs:

Since allergy is the basis of sensitivity to poison ivy, oak and sumac, the antihistaminic drugs are being used by doctors to alleviate the itching. . . .

J. EVERETT BENNIE
Madison, N.J.

Sirs:

I have found that brown soap is a better treatment than calamine lotion. . . .

DORIS MARKOVITZ
Philadelphia, Pa.

Sirs:

I use rubbing alcohol. . . .

R. L. YORK
Binghamton, N.Y.

Sirs:

. . . Lysol. . . .

JOHN W. MONETTE
San Anselmo, Calif.

Sirs:

Like other poison ivy victims I have vainly tried numerous alleged remedies, all to no avail. One, however, which I have not tried but which may prove fruitful, was first reported in 1719 by Governor Antonio de Valverde Cosio, governor of New Mexico.

CONTINUED ON PAGE 14

John Lund *co-starring in* "No Man Of Her Own" *a Paramount Picture*

"John Lund's hands get La Cross care"

says FRANCES JACOT
Studio Manicurist
Paramount Pictures, Inc.

"While it takes only three basic instruments to give a manicure," says Miss Jacot, "it takes instruments of La Cross precision quality to give a *perfect* manicure." That's why so many *professional manicurists prefer La Cross to any other manicure instruments.* And that's why celebrities like John Lund, whose hands get La Cross salon care, choose La Cross instruments for home manicures, too!

La Cross
America's Finest Manicure Instruments Since 1903

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Now! The magic of electric dishwashing at low cost!

New G-E Portable Dishwasher

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$169.50*

NO INSTALLATION REQUIRED

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IN THIS WONDERFUL new Portable Dishwasher, General Electric offers American housewives the blessing of timesaving, worksaving *electric* dishwashing at a price within reach of all!

- **No installation** . . . no plumbing cost . . . and you can take it with you when you move!
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- **G-E engineered!** Your assurance of performance and long-time dependability.

FREE DEMONSTRATION!

At your G-E dealer's, or in your own home. Look for your nearest dealer in the Classified Phone Book under "Dishwashing Machines." While there, see the great, new G-E Automatic Dishwasher. General Electric Company, Bridgeport 2, Connecticut.

Low Down Payment!

Easy Terms!

You can put your confidence in —

GENERAL ELECTRIC

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"Soft-Weve" "Scotties" "soft as old linen" Reg. U. S. Pat. Off.

LETTERS TO THE EDITORS

CONTINUED

In the governor's diary of an expedition against the Ute and Comanche Indians it is reported: "In camp there were seven soldiers and some settlers considerably ill from the evil effects of the ivy, for stepping on it or passing near it causes great discomfort and their bodies swell, they appear hydropical, and the skin peels off. . . . From this sickness they suffered for some time when relief was found by chewing chocolate and then applying and rubbing the saliva on the affected parts."

WATSON SMITH
Cambridge, Mass.

● Doctors say methods which may relieve some cases of poison ivy can have ill effects in others. The only safe remedies are the ones LIFE recommended. There are no other sure-fire treatments safe for everyone.—ED.

Sirs:

Imagine my surprise on turning to LIFE and discovering the perfectly beautiful leaves I picked last fall are the deadly poisonous sumac, and not a thing happened to me. When I picked them the berries were red, not white as you describe them. All who saw them in my room admired them.

ELEANOR FLAX
Far Rockaway, N.Y.

● There are two kinds of sumac—a harmless variety bearing a conical cluster of red berries, and the poisonous white berry species LIFE described.—ED.

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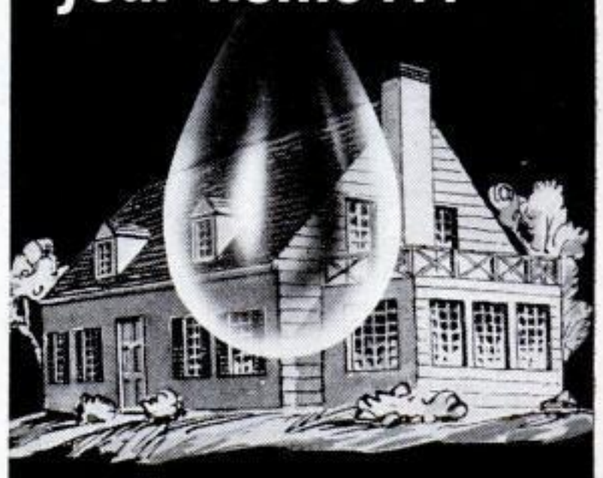

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Calm & Cool Breakfasts!

Skip out of the kitchen fast these hot mornings! Yet *treat* your family to the freshest of all Corn Flakes—Kellogg's. Delicious *breakfast main dish* . . . the "power" of corn and its whole-kernel richness in iron, niacin, vitamin B_1!

Frosted Honey 'n' Milk Surprise: Beat ¼ cup honey with 1 pint milk. Freeze in ice tray. That's all! Super with crisp Kellogg's Corn Flakes and milk. Pretty, too—see cereal bowl picture!

Good for John! "For bedtime snacks, my young John surely loves Kellogg's Corn Flakes. And it's good nourishment a growing child needs!" writes Mrs. Edwin Mayfield of Hickman, Ky.

Fruity Rainbow Pie in dainty Corn Flakes crust. *For crust:* Crush 4 cups of Kellogg's Corn Flakes in a folded towel, then crush fine with rolling pin. Add 2 tablespoons sugar, ¼ cup melted butter or margarine. Mix well. Press into 9" pie pan. Chill, or bake in mod. oven (350°F.) about 10 minutes. *For rainbow filling:* Drain syrup from No. 2½ can of canned Fruit Cocktail. To ½ cup of syrup, add 1 envelope of plain gelatine. Heat remaining 1 cup syrup to boiling point; add gelatine mixture, stir till dissolved. Cool till thick and syrupy. Fold in drained fruit and juice of 1 lemon. Fill crust, top with whipped cream. Chill well.

"Watching your weight?" asks Betty Betz, famous newspaper columnist for teen-agers. "Then, note—students in a well-known university discovered that a *good* breakfast made them feel better than a 'just coffee breakfast' *yet added no weight.* You see, in the morning it's natural *to use* food-energy, not to store it! Enjoy your fruit and nourishing Kellogg's Corn Flakes . . . and feel fitter!"

Open! Open! "My three enjoy opening *their own* packages in Kellogg's VARIETY. A different breakfast every day!" finds Mrs. James F. Kelly, Jr. of Bethesda, Md. Yes, 10 choices of 7 famous favorites. And most every box is a Kel-Bowl-Pac . . . eat right out of it! Handy for motor trips, dandy for camping!

Initialed! "Words can't describe the thrill of getting Kellogg's initialed *Signature* Silverware. I'm adding pieces constantly!" writes Mrs. W. T. Coleman of Roanoke, Va. Yes, start with 4 lovely *Signature* teaspoons—only 75¢ with the white-star end from Kellogg's VARIETY. See package. Begin a beautiful set!

NO FOOLING, SO COOLING!

Fresh as a breeze—served in a shake—and so nourishing!

From mountains to seashore—
Wherever we may roam,
Here's 10 cooling favorites
That taste just like home!

10-box choice of 7 cereal favorites

Kellogg's
Mother Knows Best!

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ADVENTURER, who gambled his life to win a new love!

GIRL, who found new romance in the face of danger!

COWARD, who conquered his fear on the storm-swept peak!

GUIDE, who shared countless risks for a few dollars!

SCIENTIST, who tried to escape reality by defying death!

STRANGER, who came to disaster in his desire for glory!

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THE WHITE TOWER

starring

Claude

EXCITEMENT...

...WITH EVERY GASPING THRILL IN COLOR BY

TECHNICOLOR

The White Tower

RKO has made James Ramsey Ullman's great novel into a motion picture that achieves new heights in dramatic intensity! Woven into this action-packed story are the loves, hates, hopes and fears of six remarkable people. These are performances you will long remember.

RKO RADIO PICTURES

Glenn Ford • Valli
Rains • Oscar Homolka

with

SIR CEDRIC HARDWICKE · LLOYD BRIDGES
JUNE CLAYWORTH · LOTTE STEIN

Produced by Sid Rogell • Directed by Ted Tetzlaff
Screenplay by Paul Jarrico • From the Novel by James Ramsey Ullman

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BAUMAN

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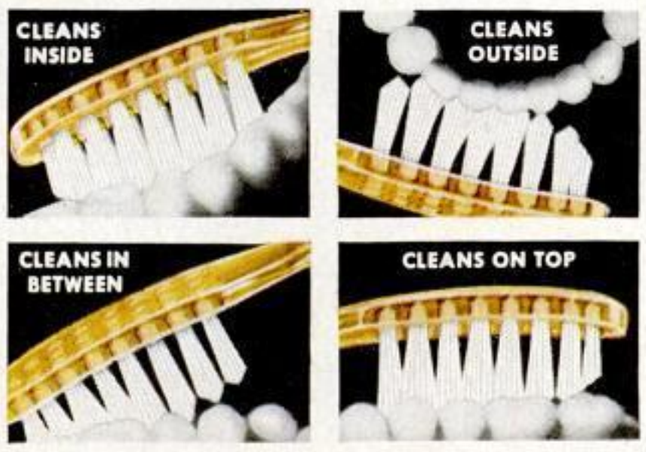
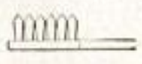
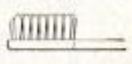


Double-Convex "Regular"

Two-Row "Professional"


Straight-Top "Oro"


Three-Row "Powder"

NEW FACTS ON MIRACLE-TUFT

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Precision made...prescription quality –

32 INSPECTIONS SAFEGUARD IT!

As exactingly made as a carefully compounded prescription! The Dr. West's Miracle-Tuft is the unchallenged quality leader among toothbrushes. Notice the precisely-fashioned "Exton" bristle-tufts, accurately shaped to the thousandth part of an inch. They're set in a brushhead scientifically *curved two ways* to reach every tooth surface . . . *waterproofed*, too, for maximum cleansing efficiency. Finally, each Dr. West's is *sealed in glass* for your protection. Start your entire family using new Miracle-Tufts today. Available at any drug store in the four brushhead designs shown at left. Each 50¢.

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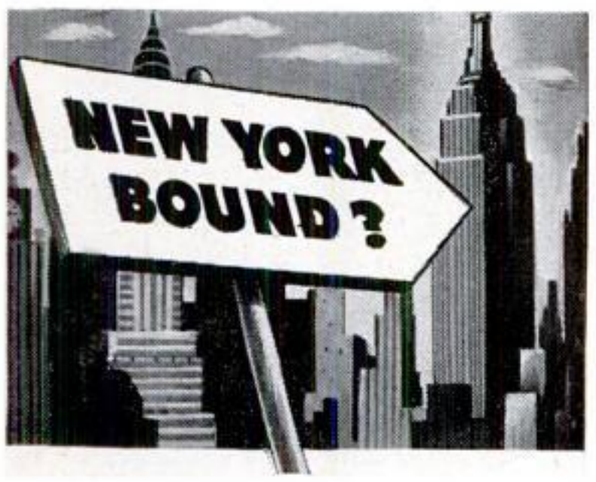

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Your hair's handsomer, your scalp feels better, when you give them *extra* summer protection. For sun, heat, wind and water dry out hair and scalp. With Vitalis "Live-Action" care—Vitalis and the "60-Second Workout"—you guard the looks of your hair, invigorate your scalp. So get "Live-Action" Vitalis—at any drug counter or barber shop—to condition your hair and scalp.

Use "LIVE-ACTION" VITALIS and the "60-Second Workout"

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50 seconds' tingling massage and *you'll feel the difference in* your scalp. That *active* Vitalis formula (1) stimulates your scalp (2) prevents dryness (3) routs flaky dandruff (4) helps check excessive falling hair.

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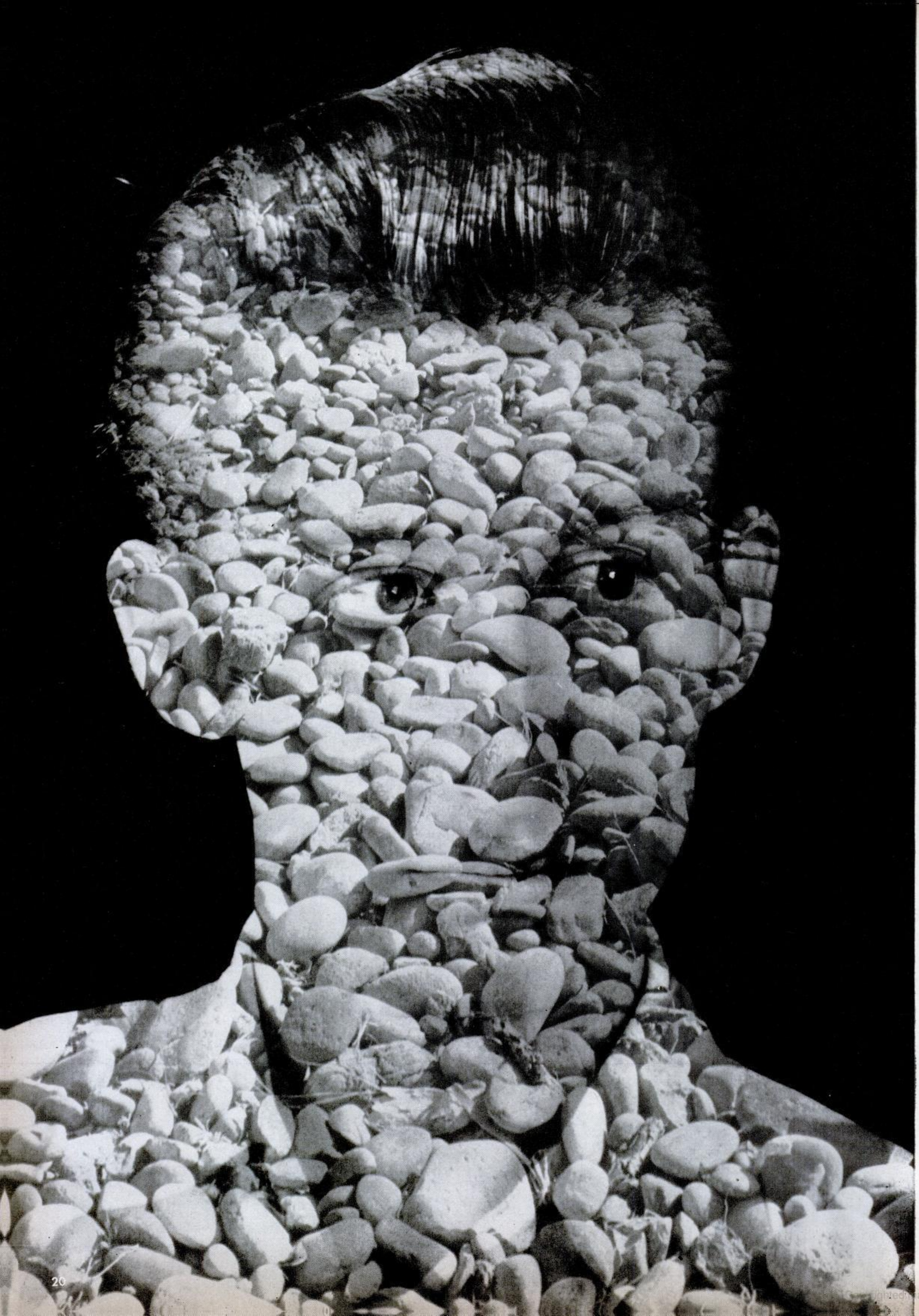

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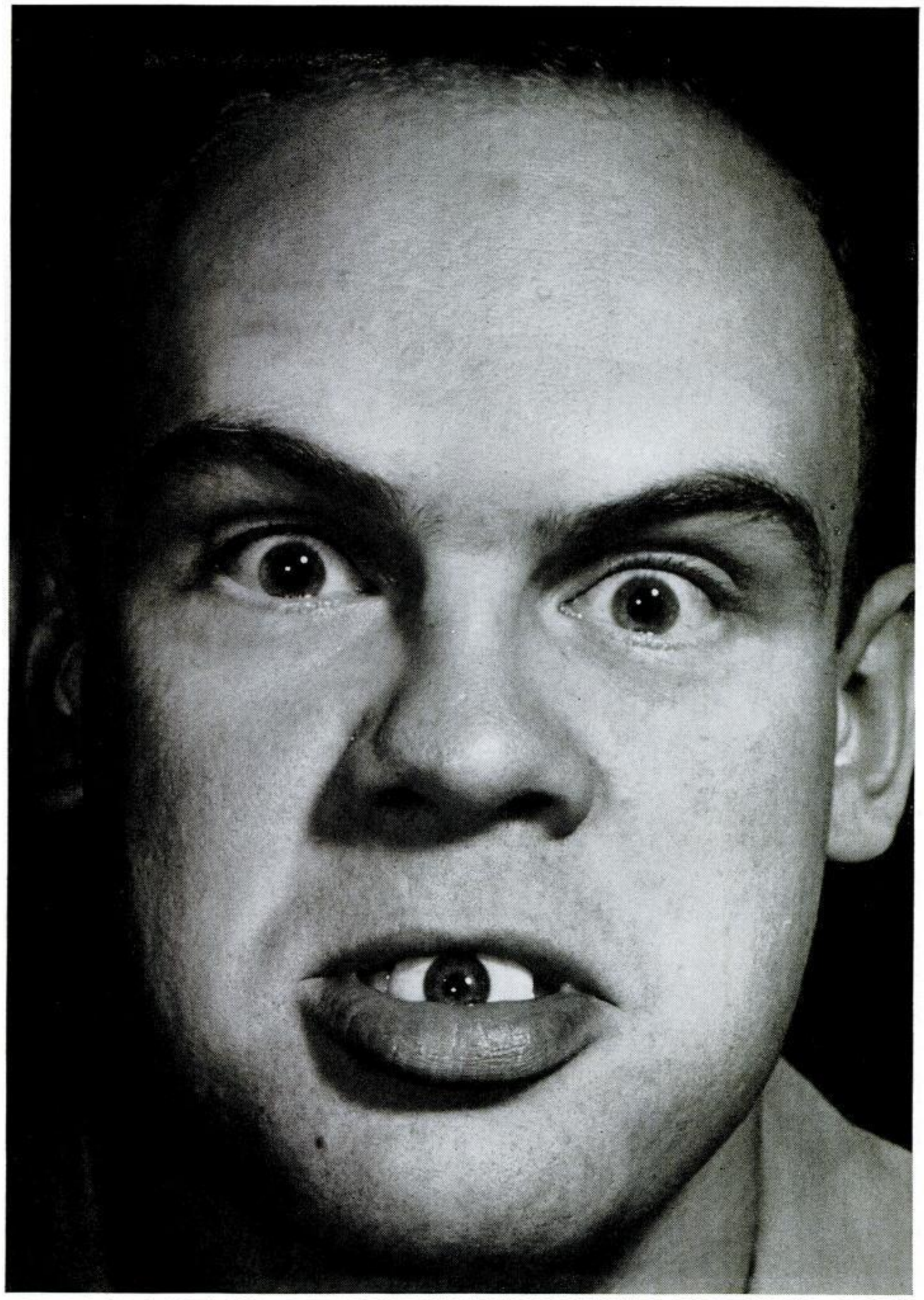
GESCHEIDT SITS IN PLASTER HANDS

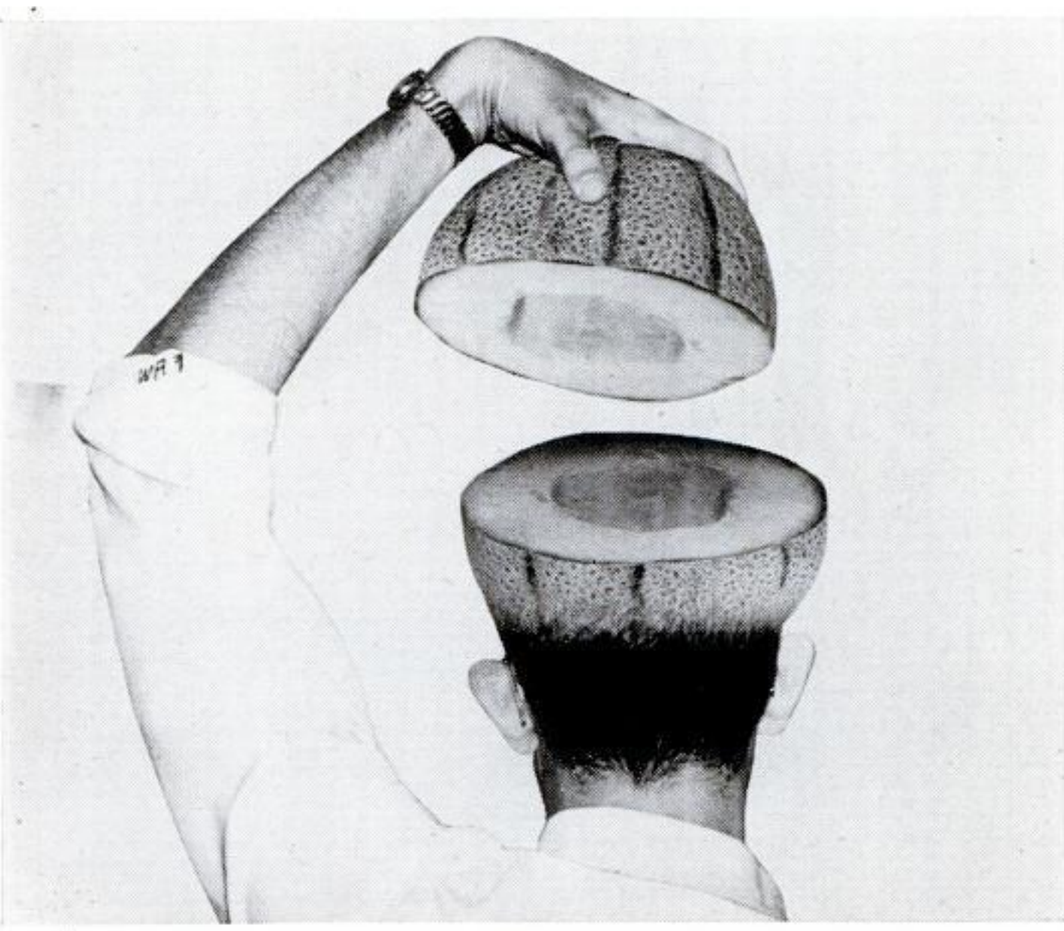
SPEAKING OF PICTURES

Photographer plays tricks by redesigning the body

Alfred Gescheidt, New York photographer, has a curious approach to the study of the human body. "I think," he explains, "that we can gain new insights into the body by taking its various elements—head, arms, legs—out of their normal context and looking at them in new backgrounds." To this end, Gescheidt juggles the parts of the body in ways shown on these pages, achieving his bizarre results by straight photography or by montage (double printing with two negatives) or by collage (pasting together negatives or prints). "Sometimes," he says, "I even frighten myself by what comes out."



FRIEND HOLDS ARTIFICIAL EYE IN HIS MOUTH AND PRODUCES A "GLASSY-EYED STARE"



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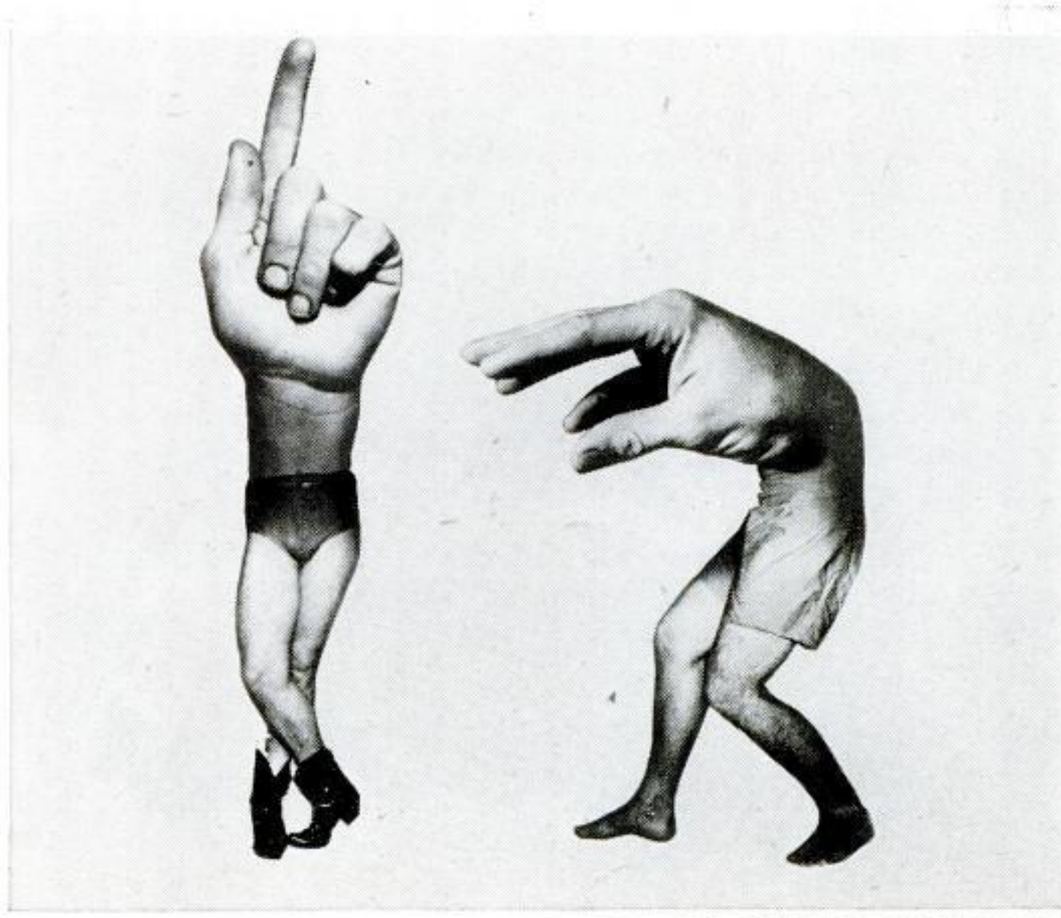

GESCHEIDT SEES THIS AS SYMBOL OF TWO PEOPLE IN COMBAT

← PEBBLES AND FACE SHOTS ARE COMBINED FOR TEXTURE STUDY

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FROM THE PAINTING BY CARL BLAAS, "ODYSSEUS AND THE SIRENS" —THE BETTMAN ARCHIVE.

The song the sirens sing

REMEMBER the story of the Sirens? They sang of their trouble-free paradise — but their alluring promises led unwary sailors straight onto the rocks.

There are Sirens around today, too — singing their soothing song: *"Unload your responsibilities on the government's shoulders. Give the government control of this industry — and that service — and your worries are over!"*

What they *don't* sing is the next verse: *"When your responsibilities go, your freedoms go with them — for that's how a government becomes socialistic."*

Don't think it can't happen in America. Right here, right now, some people are saying: "Let the government take over the doctors, the railroads, the electric light and power companies."

Oddly enough, many who say such things — like most Americans — don't really want a socialistic U. S. But the result is the same. When a government controls enough industries and services, it *is* socialistic — whether the people approve or not!

Each time government gains another control, people lose another freedom. As an American, you have more rights and freedoms to guard — or to lose — than anyone else. Remember that when you hear the sirens' song.

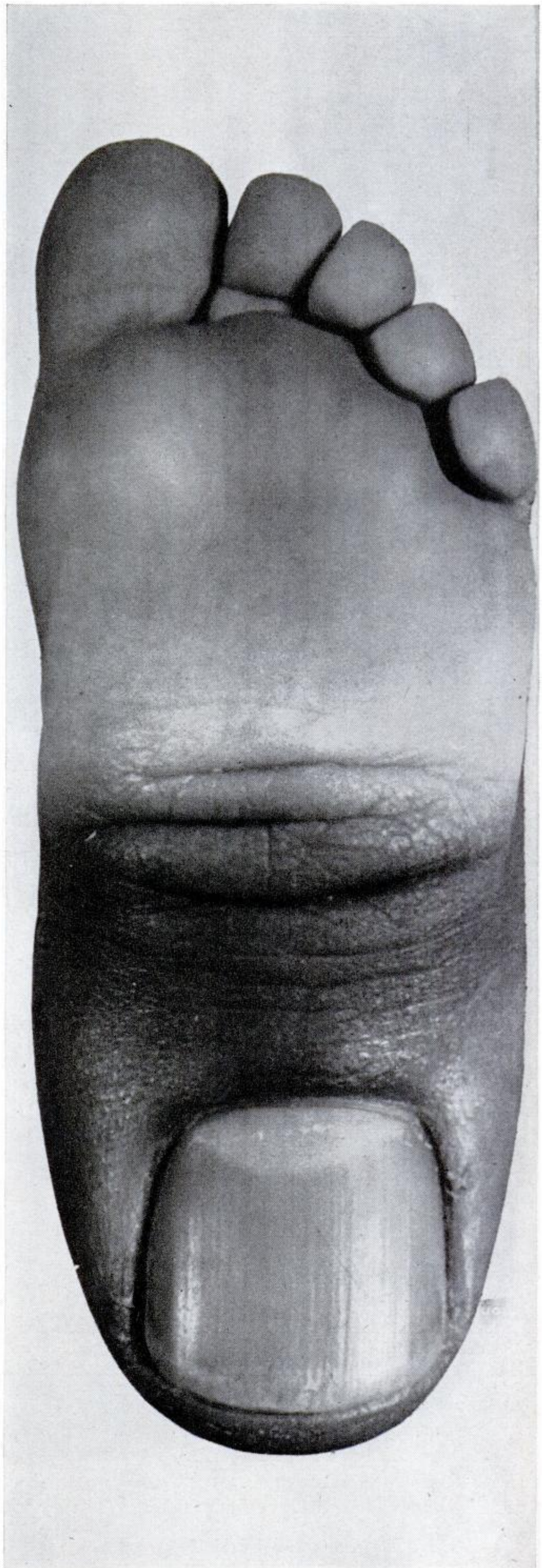
And talk it over with your friends and neighbors. The threat of a socialistic America is *everyone's* problem — because it is *everyone's danger!*

America's *business*-managed, tax-paying

ELECTRIC LIGHT AND POWER COMPANIES★

★Names on request from this magazine

• "MEET CORLISS ARCHER." *CBS—Sundays—9 P. M., Eastern Time.*



GRAFTING THUMB ON FOOT was done by double-printing. Gescheidt says, "The job was easy because of the natural joint wrinkles of the finger."

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You can't match a FRIGIDAIRE Electric Range!

1. The "Thrifty-30"
   — Biggest Little Range in the World!
2. The DeLuxe 75
   — Finest Range Money Can Buy!

1. New Giant-Oven Range! Amazingly Low-Priced! Compact! Thrifty!

Got a small kitchen, a small budget, a big family to cook for? Then here's the range for you — the wonderful new Frigidaire "Thrifty-30!" It's just 30 inches wide — and sensationally low-priced. Yet its Thrifty-Giant Oven is the biggest in any household range — holds 6 eight-inch pies or a complete holiday-size meal! And it cooks with amazing economy! Moreover, you get *four* Radiantube Cooking Units — the fastest and thriftiest in Frigidaire history. There's Lifetime Porcelain inside and out, and all white porcelain surfaces are acid-resisting Lifetime Porcelain — one-piece Flowing Top — waist-high High-Speed Broiler — smart Raymond Loewy styling — genuine Frigidaire quality construction throughout. Many other important features of costly ranges! See it today!

$169.75*

2. America's Most Beautiful Electric Range — Has *Two* Big Ovens!

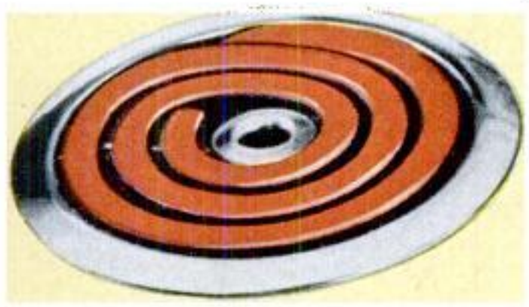
Yes, this range has every cooking convenience you've wanted. You get *two* big Even-Heat Ovens — so you can bake *and* broil electrically at the same time or oven-cook an extra quantity of food at once. You enjoy the famous Cook-Master Oven Clock Control that lets you cook whole meals *automatically*. You have the Triple-Duty Thermizer — equally handy as a small oven, a Deep-Well Cooker or an extra surface unit. And you get the new thriftier, faster Radiantube Cooking Units — Raymond Loewy styling — Lifetime Porcelain surfaces — full-width Fluorescent Cooking-Top Lamp — new 6-60 Automatic Time-signal and many other time-and-work-savers. Ask for a complete demonstration *soon!*

$349.75*

Learn about ALL 9 Frigidaire Electric Ranges — every one an exciting big-value!

NEW RADIANTUBE COOKING UNITS

— fastest and thriftiest in Frigidaire history!



These new cooking units actually cook food faster with less current! That's because they're flatter and wider than before — so more heating surface comes in contact with utensils. Moreover, they give you a choice of 5 exact, controlled heats — so you get the same grand results every time. And they distribute heat *evenly* at all switch positions!

*Prices quoted in this advertisement are manufacturer's suggested cash prices. They include delivery and placement, warranty and Federal Excise Tax. Local Tax and special wiring (if any) extra. Prices subject to change without notice.

This emblem on a Frigidaire Electric Range is your assurance of the same measure of convenience, economy, dependability and beauty that has made Frigidaire America's No. 1 Refrigerator.

FRIGIDAIRE Electric Ranges

See Proof of Value at your Frigidaire Dealer's — see the latest Frigidaire Appliances for better kitchens and laundries. Look for your Frigidaire Dealer's name in Classified Phone Directory. Or write Frigidaire Division of General Motors, Dayton 1, O. In Canada, Leaside 12, Ont.

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Great American Customs

FIREWORKS ON "THE FOURTH"

...AND FOURTH OF JULY PICNICS WITH SWIFT'S PREMIUM *Table-Ready* MEATS

Fresher flavor and finer ingredients make them America's favorite "cold cuts"!

To millions it wouldn't be Independence Day without a spectacular display of bursting rockets . . . or a 4th o' July picnic without Swift's Premium Table-Ready Meats. They want the *extra goodness* of America's favorite "cold cuts."

In luscious freshness, in carefully-seasoned flavor, in hearty nourishment, these millions know they're getting the best. For Swift puts the SWIFT'S PREMIUM brand only on its *finest meats*. And these "cold cuts" are made by the makers of famous Swift's Premium Franks offered in the sealed, 1-lb. package.

FEATURED THIS WEEK AT FINE FOOD STORES EVERYWHERE!

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LIFE

Vol. 28, No. 26 — REG. U.S. PAT. OFF. — June 26, 1950

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LIFE'S COVER

Here are some pertinent statistics on Cécile Aubry, the girl on the cover:

Weight	92 pounds
Height	5 feet 2 inches
Bust	33½ inches
Waist	19 11/16 inches
Hips	32 inches
Thighs	18¾ inches
Calves	11 inches
Ankles (above bone)	7⅝ inches
Shoe size	2½

For other information about France's latest export to Hollywood, see pages 56–60.

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NOW! 3 new ELASTIC dressings with the famous BAND-AID name!

Now BAND-AID* Adhesive Bandage—your favorite protection for little cuts and scratches—is joined by 3 wonderful new *elastic* dressings.

Specially shaped and designed for hard-to-bandage places.

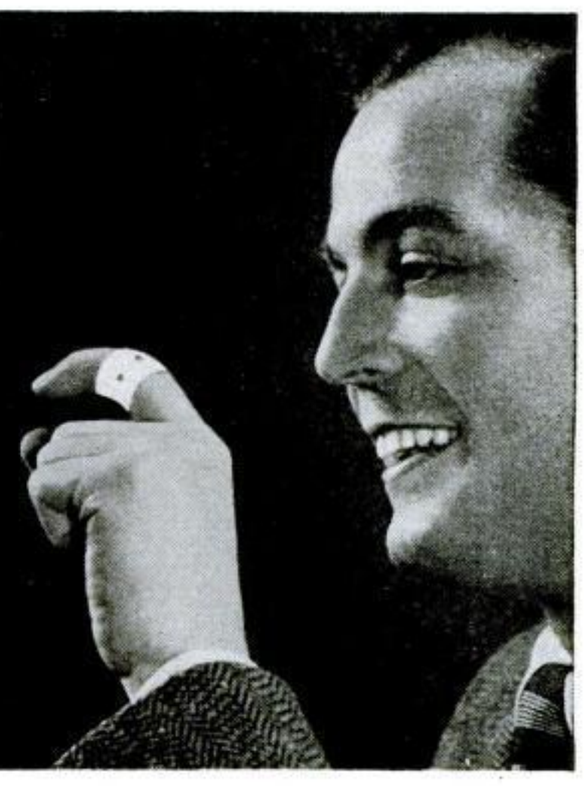
Get all three, and give every little injury the best possible protection!

1. Lets knuckles and knees bend!

BAND-AID* *Elastic* Adhesive Bandage—familiar oblong shape—s-t-r-e-t-c-h-e-s as you move. Stays put without binding. Lets knuckles, knees and elbows bend comfortably.

BAND-AID ELASTIC ADHESIVE BANDAGE

Look for the word Elastic *on the box.*



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BAND-AID* Patch Dressing is ideal for blisters, boils, small head and scalp wounds. Square in shape, it seals on all 4 edges to keep out dirt and moisture.

BAND-AID PATCH DRESSING

3. Small and neat on the face!

BAND-AID* Spot Dressing is a small circle that seals all around the edge. A neat dressing for tiny cuts, puncture wounds, moles, warts, and corns.

BAND-AID SPOT DRESSING

Patch and Spot Dressings packed together in new flat box.

All 3 have these advantages!

- They fit better because they stretch
- They stay put without binding
- 100% sterile
- Waterproof
- Flesh color, inconspicuous

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She started college when she was two

See that tall young lady—the blue eyed one with the soft brown hair? Yes, she's the one. She's the one that cut her knee on a clam shell once and cried when you put on the iodine. She's the one that hated pigtails, fell in love with Mr. Jenks, the milkman, and ate bread-crusts to make her hair come in curly.

Smart girl, that one. But there was still an awful lot she never figured out. And that you never bothered to explain.

You can't explain to a little sprout with brown freckles on her nose — about Security — and the Promise of the Future. To a youngster—the future is right after school. And a promise is a ticket to the circus.

But today you have a hunch she really understands all the plans you laid for her years ago when she was two. She understands about the Prudential Insurance you bought way-back-when, and how it has paid for her education.

In the end, things that are real don't need much explaining. And say—did you notice—it looks as though those bread-crusts really *worked*—after all?

★ ★ ★

You can be certain that your youngsters will have the money necessary to go to college by arranging with The Prudential to send a check at regular intervals for tuition and college living expenses—whether you're here or not. *Ask a Prudential representative about a Prudential plan that guarantees money for a college education for your children.*

★

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THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT

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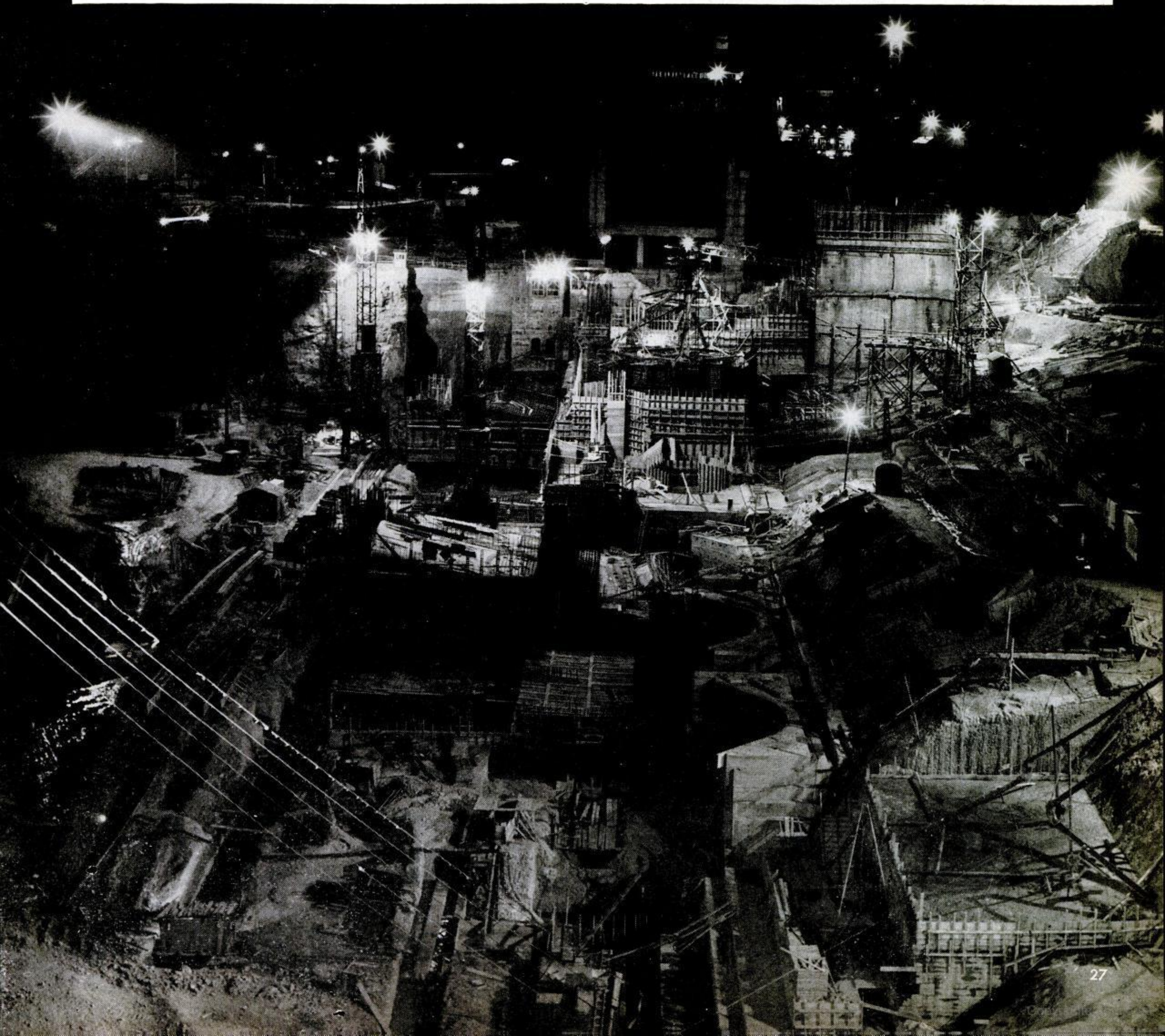
LIFE

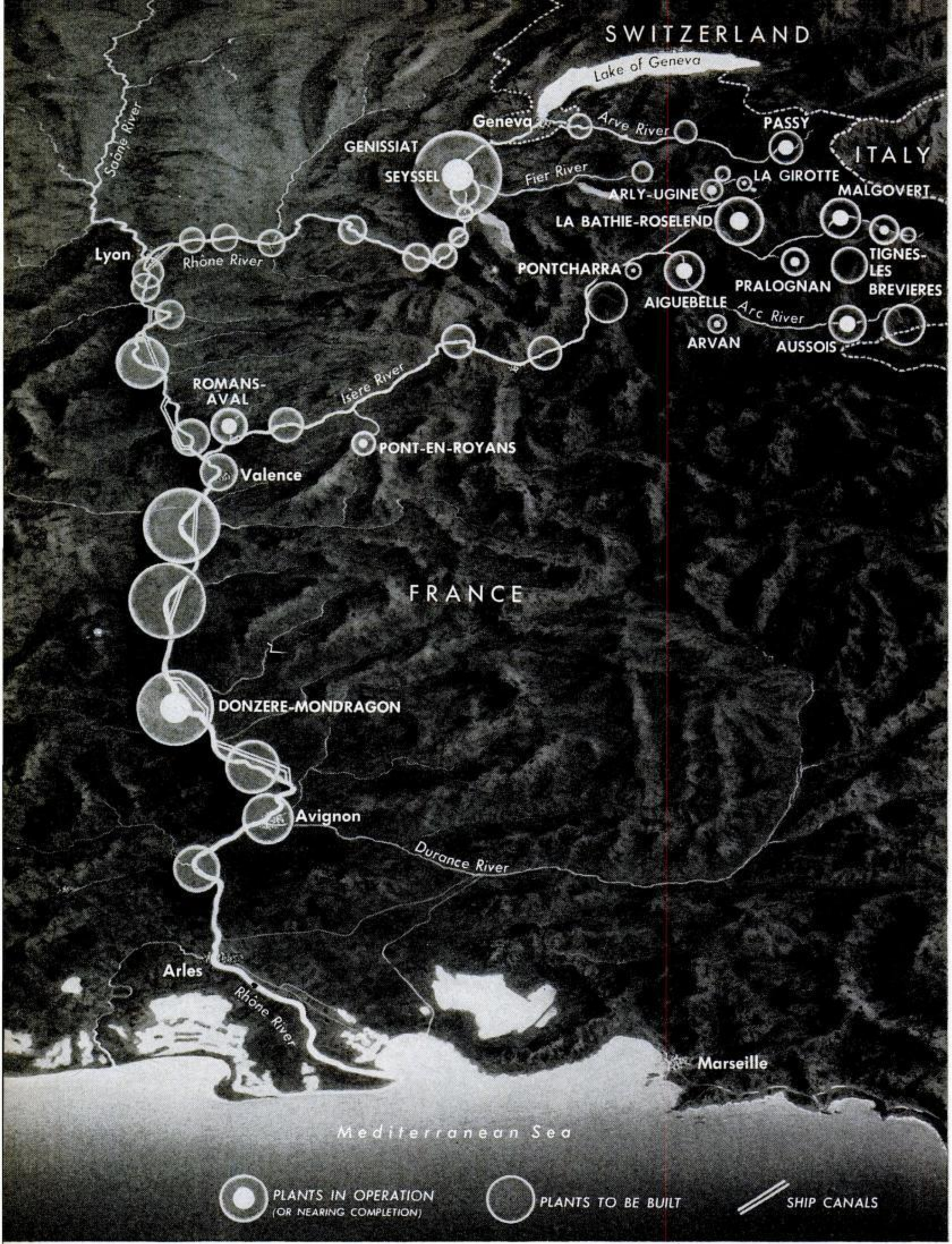
Vol. 28, No. 26 June 26, 1950

BILLIONS OF KILOWATTS FOR FRANCE

PHOTOGRAPHED FOR LIFE BY DMITRI KESSEL

In the Western world last week there was no activity more meaningful or spectacularly visible than along the unruly Rhône River of France. Working day and night, 16,000 Frenchmen were scarring the banks of the river and its tributaries at 18 places between the Lake of Geneva and the Mediterranean, building dams and hydroelectric plants to harness a vast power potential. Like the Schuman Plan for integrating Western Europe's coal and steel industries (LIFE, May 29), the Rhône development program is demonstrating that France is strongly resurgent—a nation of greater spirit and postwar accomplishment than the world has realized. This project, one important element of which is shown in this dramatic night picture of the power plant being built at Donzère-Mondragon, is one of the largest works of construction in Europe's history. Combined with others in the Pyrenees and the Masif Central, its hydroelectric production will, by 1952, push total French output to 43 billion kilowatt hours per year—more than double its prewar level. The Rhône River Valley project alone will deliver 13 billion kilowatt hours each year, three billion more than America's TVA. It will also irrigate the arid lower Rhône valley, raising France's agricultural yield by 5%. Americans, as well as the French, could take heart from all this: over 90% of the funds spent last year had come from ECA, which Congress this month renewed through 1951.





THE RHONE PROJECT is diagramed on this relief map of rugged southeast France. New navigation canals, which are being constructed as part of the whole plan, will double boat traffic on the Rhône.

JACKHAMMER CREW CUTS INTO TIGNES HILLSIDE

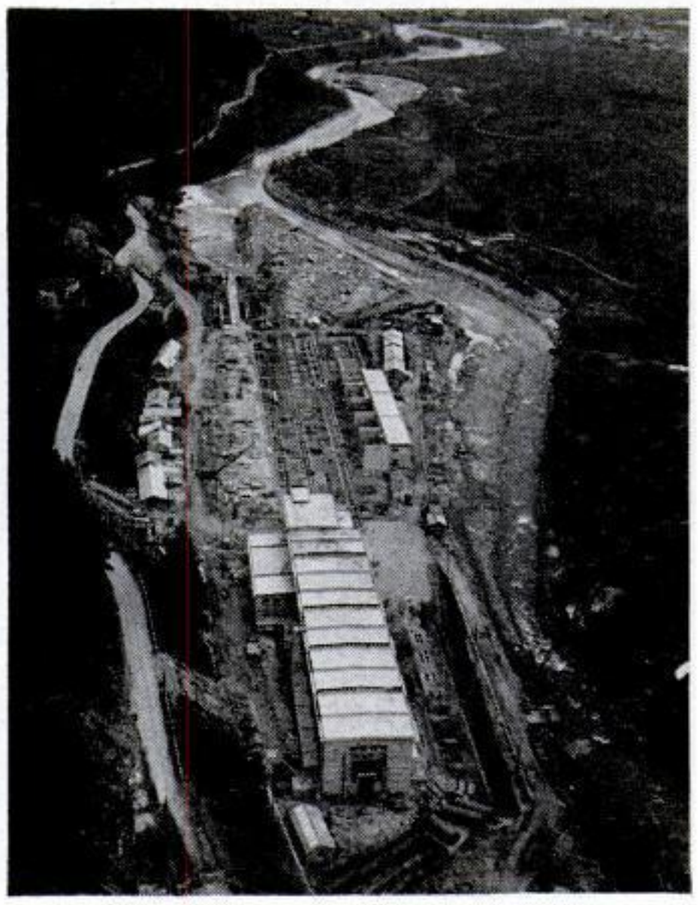
DAMS ARE THE CLIMAX OF A CHERISHED PLAN

The French ambition for hydroelectric development on the Rhône began taking solid shape in 1937, with the start of construction of Génissiat dam, largest in Western Europe, 30 miles below Geneva (*map*). In 1940, trying to hamper the German invaders, the French flooded Génissiat basin; later the Nazis ordered the Vichy regime to abandon the project, but the French shortly returned to their dam building. They kept steel by camouflaging it and put it into the dam; they even secretly built a cement plant there during the occupation.

But the all-encompassing plan for the Rhône came only after the French began, in 1945, to probe the causes of defeat in 1940. They realized that prewar France had become a puffy industrial invalid, whose meager production of energy, particularly of hydroelectricity ("white coal"), mocked the enormous potential capacity of the nation. Early in 1947 France launched its Monnet Plan, setting a five-year course for national development of basic industries. But the cost of the plan chilled French taxpayers, and it languished. Only in 1948, when the Marshall Plan produced ECA, did the Monnet Plan and the whole Rhône dream become workable. Besides hydroelectric plants, the Rhône project will provide canals and locks to make the river navigable for 354 miles from the Mediterranean to the Lake of Geneva, thus fulfilling a century-old dream.

In the course of the big job the problems that faced the French have been met by the engineers with great imagination and by the workmen with considerable bravery. In the Alpine regions one life is lost for every kilometer of tunnel dug through the mountains. Bitter weather often slows the work. One project, Tignes-les Brévières, was delayed four years because villagers protested it would flood them out. Now blueprints are drawn for a better village to be built beside a new national highway skirting the dam basin. Along this highway, skiers and tourists will drive to the fashionable resort at Val d'Isère, and the villagers think their future will be not only electrified but lucrative too.

RAVINE IS SPANNED by double catwalk while Passy project workmen lay huge steel pipe across it.



POWER PLANT RISES at Passy at foot of waterfall which will be led in by pipes at bottom of picture.

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PROJECT IN OPERATION at La Girotte, high in the Alps (*pp. 30, 31*), funnels water from dammed-up lake through double row of pipes and into small power station of Belleville shown here on the valley floor. From here water runs farther downhill to six more power plants. Cable car line carries men and material to dam.

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WATER WILL BE 459 FEET DEEP ON THIS SIDE OF LA GIROTTE DAM, EVENTUALLY HIDING MOST OF BOTTLELIKE STRUCTURE. WATER LEVEL NOW IS BELOW TREES

HIGH IN ALPS, BOSOMY LA GIROTTE GATHERS WATER OF THREE GLACIERS

Most spectacular of the new French dams is the Barrage de la Girotte, at the highest dam site in Western Europe, 5,751 feet up in the snow-hung Alps near Albertville. No roads or paths lead up to it. La Girotte can be reached only by a 1,410-foot-long aerial cable car. Here, where waters from a glacier are hemmed in on three sides by craggy peaks, workmen have blasted a tunnel over six miles long through the mountains to add the

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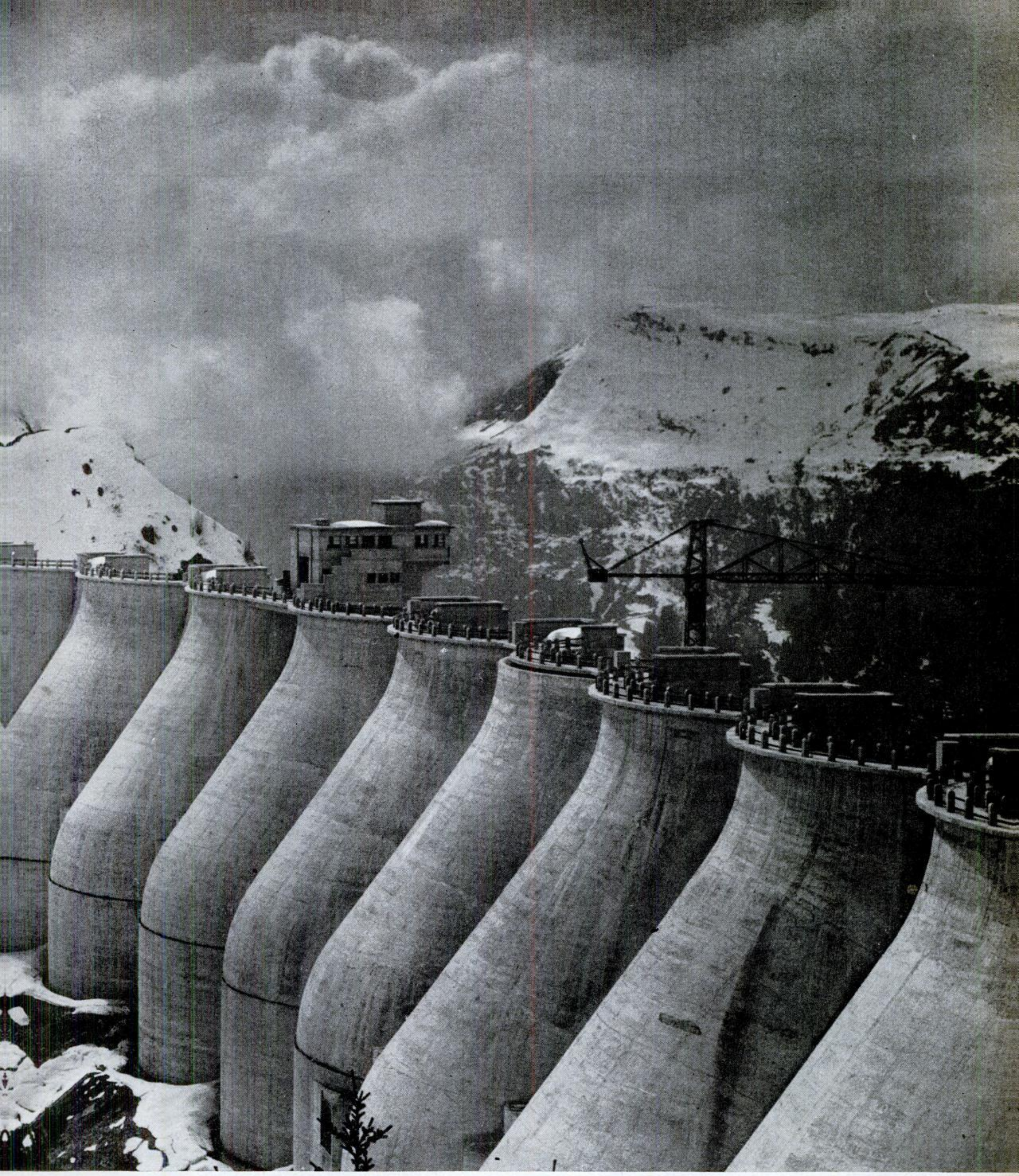

AT LEFT. BOXLIKE STRUCTURE ATOP DAM IS CONTROL TOWER FOR REGULATING WATER FLOW. AT RIGHT IS CRANE FOR LIFTING MATERIALS FROM VILLAGE

flow of two more glaciers and to double the size of the original lake.

The dam of La Girotte, begun in 1942 but not completed until 1948, looks like a series of milk bottles embedded in eternal snow. Its bosomy form, known as multiple-arch construction, was used because it was most economical of concrete and steel, an important consideration in view of the difficulty of carrying material to the dam site. Unlike most dams La Girotte has no visible spillway. Instead, a tunnel in the lake's bottom drops its water 1,781 feet down to a series of six power plants. A seventh plant is being built at a point where the water enters the reservoir. To date, 1.2 billion francs of ECA counterpart funds have gone into La Girotte's construction. Its electricity, besides being used in nearby villages, will flow to the collecting point of Génissiat for distribution throughout all of France.

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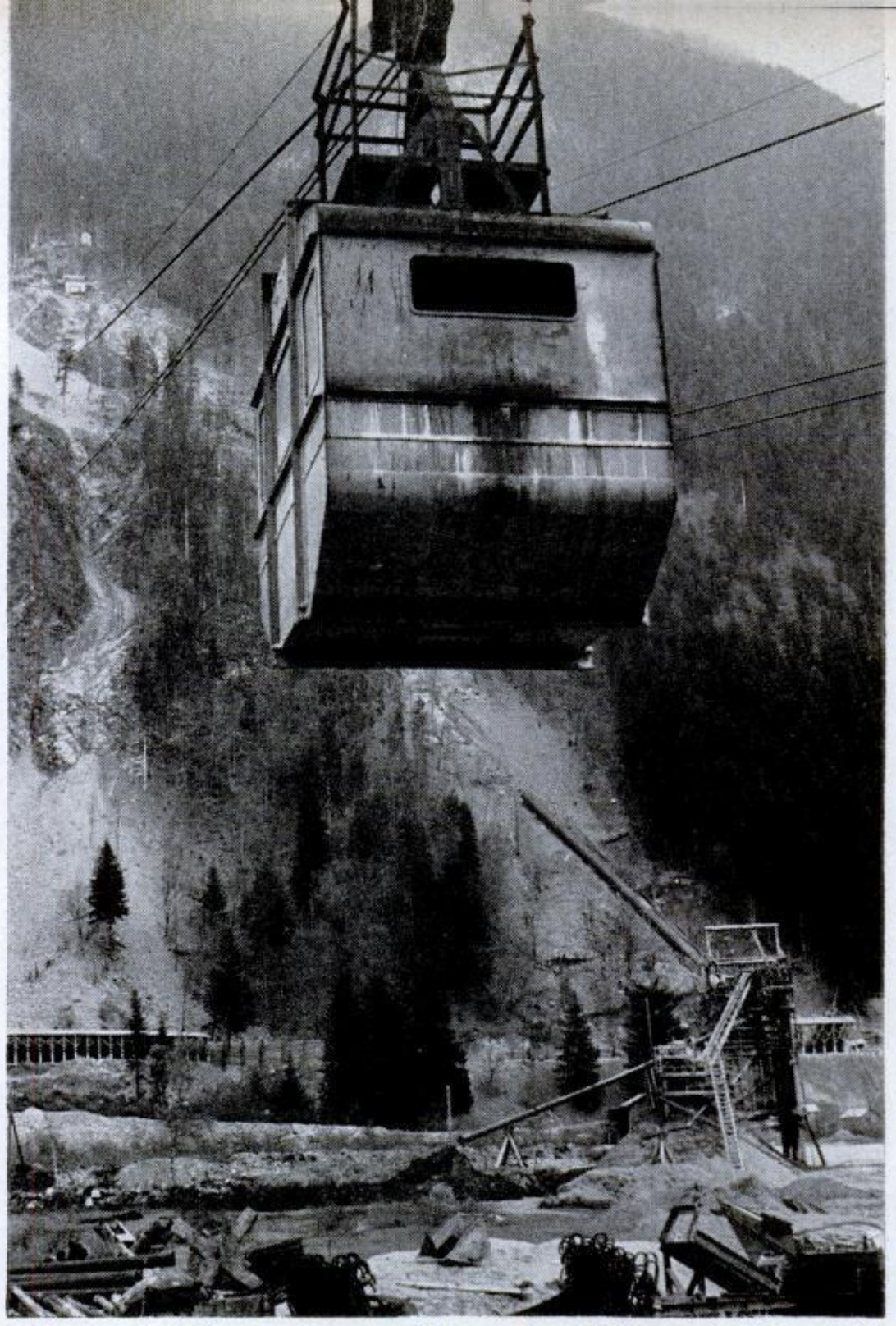
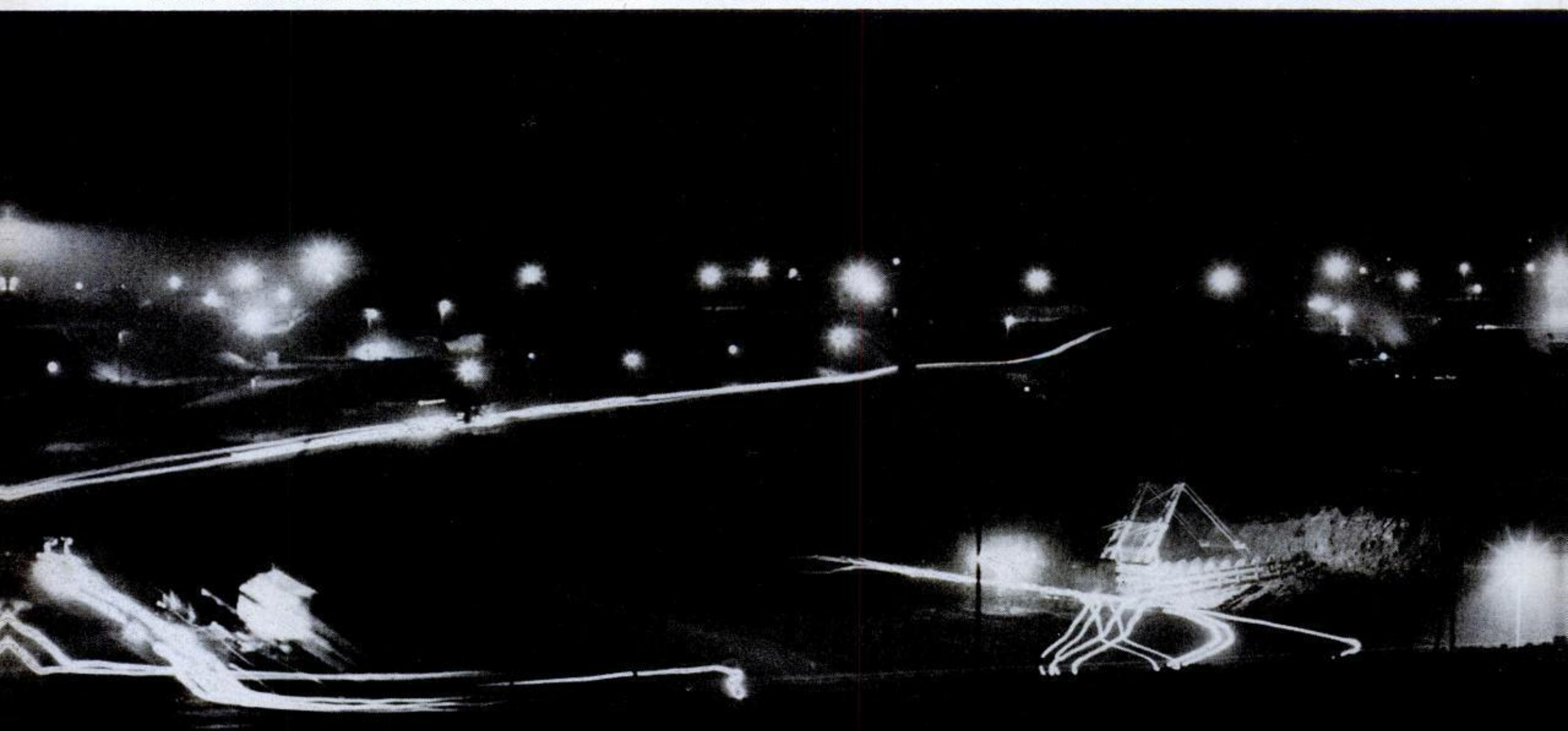
DRILLING in quartzite rock at Tignes goes on through night while snow blows in flurries across the light and men stand spraddle-legged on ledge as they work.



CABLE CAR at Passy carries men and materials to cliff where pipe is being laid. Water will drop 1,164 feet through pipe to power plant now being built at bottom.

AT DONZERE-MONDRAGON, WHERE 7,000 MEN WORK TWO 10-HOUR SHIFTS DAILY, THE NIGHT SHIFT CARRIES ON JOB OF EXCAVATING POWER PLANT SITE.



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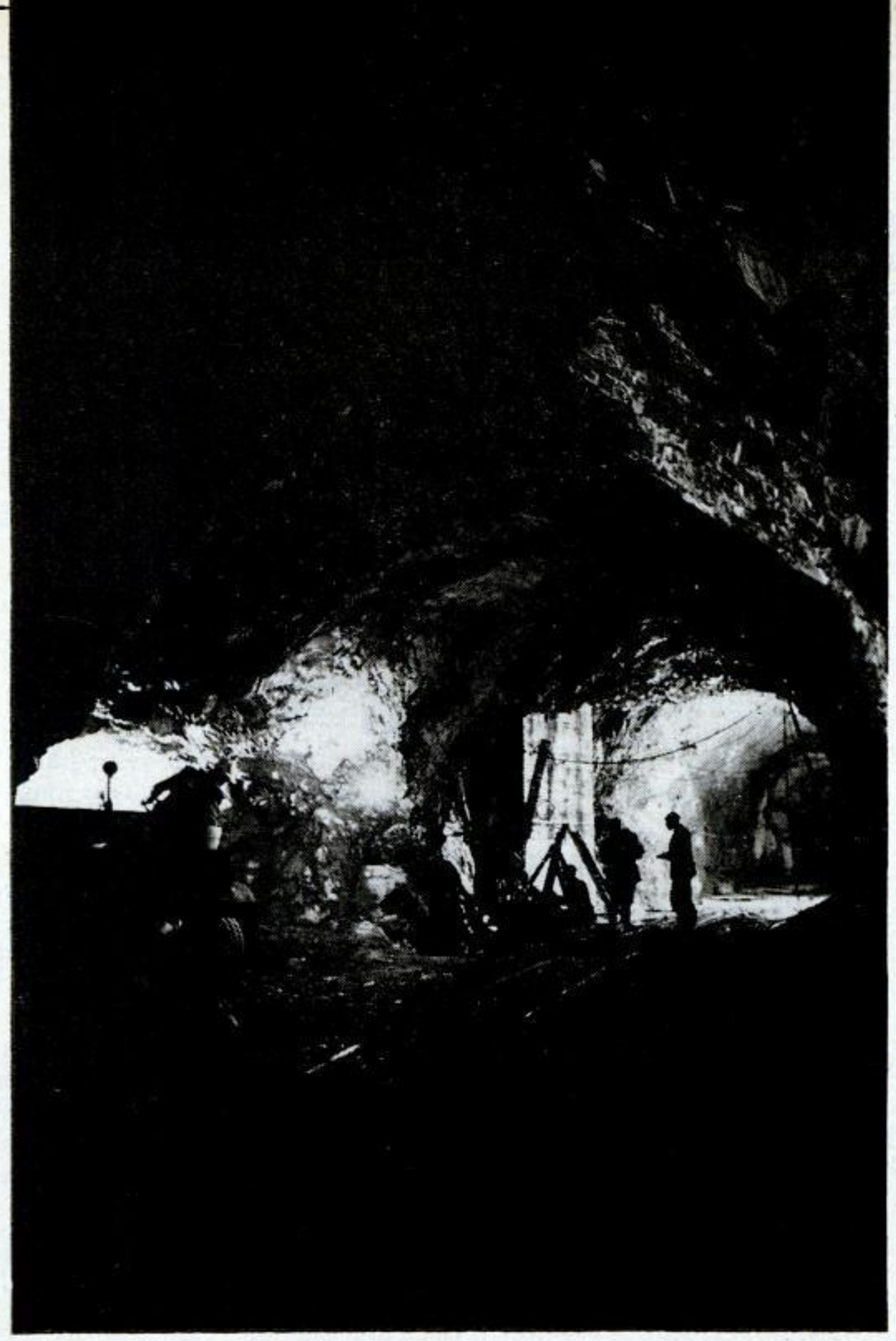
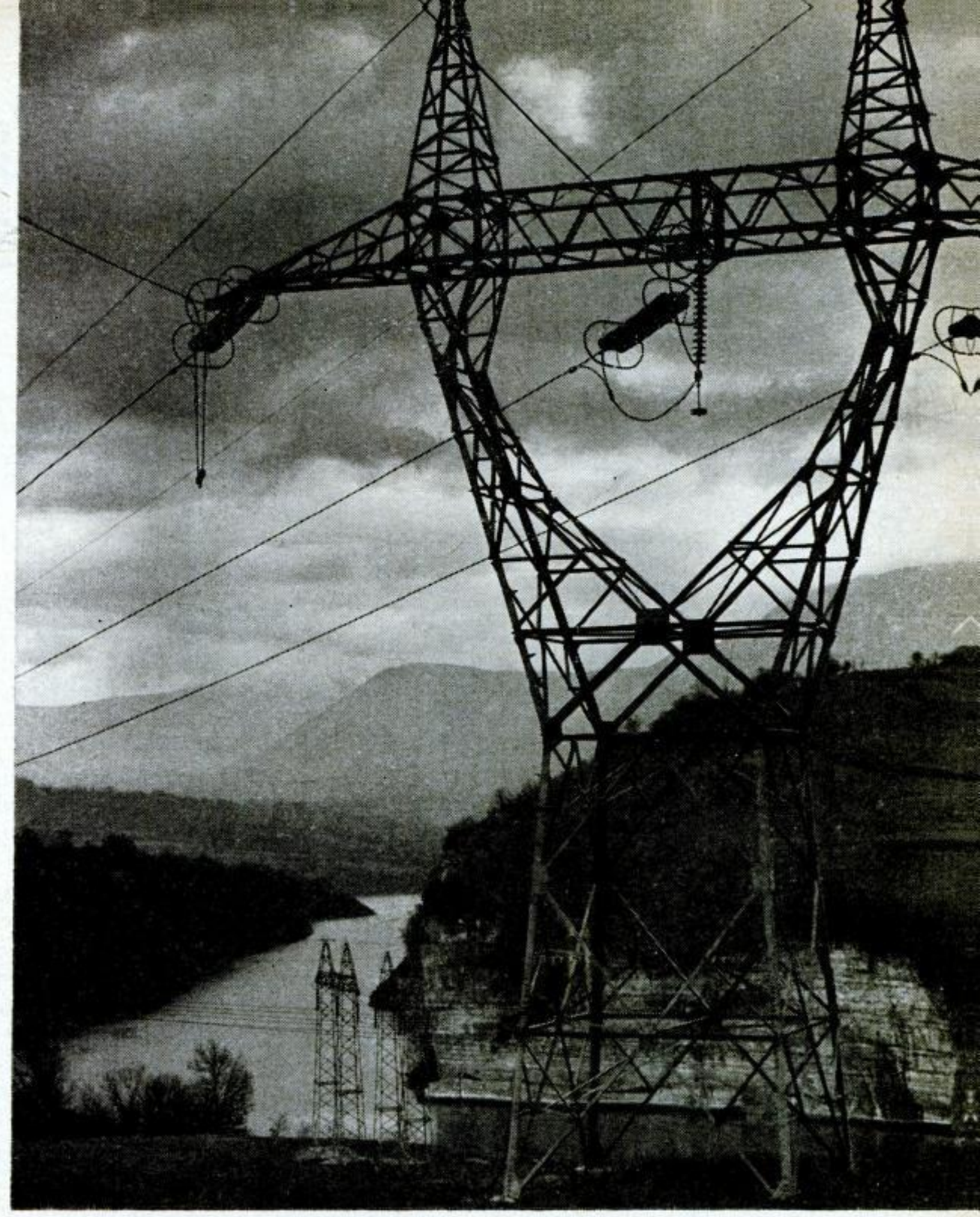


TUNNEL through mountain will bring two rivers together at this point, drop their waters to Passy power plant. Diosaz River will come in at left, Arve at right.



TRANSMISSION TOWER, standing above upper Rhône, holds up the high-voltage lines running from Génissiat, a power collecting point, to Paris and Lyon.

AT CENTER, AN EXCAVATOR TRACES ANGULAR PATTERN AS IT DIGS, WHILE LIGHTS OF TRUCKS HAULING OFF DIRT CARVE WAVY LINES IN THE DARKNESS

EUROPE'S NEW "NEUTRALISTS"

"Neutralism" is the popular new word in Europe. Its devotees, the "neutralists," are a growing party in practically every West European country. The "neutralists" want to sit it out in case of war between the U.S. and Russia. Born of the cold war, the phenomenon of European neutralism is something that must be reckoned with in the continuing evolution of U.S. foreign policy. It could be dangerous. But if "neutralism" in its present connotations is analyzed a bit, the menace shrinks to proportions that should be manageable.

Like "isolationism," neutralism covers a multitude of attitudes. Some European neutralists are undoubtedly defeatists; others believe in varying degrees of appeasement of Stalinist bullying tactics. Some use the word to express a grudge against the U.S. A few professed neutralists may be secret Communists who employ the word for their own nonneutral ends. But the newest brand of neutralist in Europe is neither a defeatist nor an appeaser nor a secret Communist. He is simply a person who has come to take hope that Europe can be made strong enough to stand on its own feet. As such, he is a harbinger of good things, an indication of reviving European health and aplomb.

In France the new neutralist is responsible for much of the steam behind the drive for the Schuman plan: obviously a strong Franco-German steel industry would do much toward making Europe a self-sufficient entity. Since it is precisely the aim of such U.S. policies as the Marshall Plan to promote a Europe capable of standing on its own feet, this particular drive of the new French neutralist is to be commended. In Western Germany the new neutralist is a somewhat more worrisome phenomenon. But the German neutralist in the Rhineland doesn't worry the Germans in the Western sectors of Berlin, where there are no neutralists. "If we can take care of the Reds out here," said a prominent Berlin German official recently, "we can handle the neutralists back there."

The new European neutralist is on the U.S. side precisely insofar as he works to make Europe a genuine world force. The neutralist is, however, the victim of an illusory analysis of the nature of the struggle between Russia and the U.S. if he thinks it can at any moment cease to involve him. A strong Europe, so the neutralist argues, could stand aloof in the event that the cold war between Russia and the U.S. passes over into hot war. But this is to assume that the U.S. has some special quarrel of its own with Russia. The U.S. quarrel with Russia is Europe's quarrel—and humanity's.

The plain fact of the matter is that the cold war has little immediate meaning apart from Europe's own integrity. There will be no hot war between Russia and the U.S. for Europe to stay out of unless Russia bids for world domination by grabbing either Europe or Southeast Asia.

A liberal Dutch journal, the *Nieuwe Rotterdamse Courant*, puts the case succinctly. "Europe's weakness, Southeast Asia's weakness," says the *Courant*, "are the *cause* of the cold war." (The italics are ours.) It follows, therefore, that a Europe strong enough to stand on its own feet and to project its strength into Indo-China and Indonesia would automatically remove the cause. It is for this reason that the new European neutralists need not worry the U.S. unduly just so long as they continue to work for a powerful and united European community.

THE DUST MOVES EAST

Last week a strange gray haze hung a million square miles in area over the island chain of Hawaii, causing great speculation. Some said it was atomic dust, but Geiger counters proved them false. Others surmised that it was connected with Mauna Loa's eruption or with giant dust storms in Africa. The prosaic weather bureau claimed its cause was fine particles of ocean salt and impurities trapped by warm air. We have another idea. We recall that Mr. Acheson remarked not so very long ago that his policy in China was to wait for the dust to settle. Could it be that the dust of Mr. Acheson's China policy has refused to settle and has now moved eastward to remind him that it is later than he thinks in Southeast Asia?

TITOIST BEES

A news dispatch from Vienna informs us that the bees of Czechoslovakia aren't producing much honey for the Czechoslovak Communists. They did much better when Czechoslovakia was a democratic capitalist state. Since the bees are Communists, too, we can only conclude that Titoism is at work in the hives.

THE RIGHT OF PETITION

There is a big to-do in Congress about the "lobbying" activities of 166 leading U.S. corporations. On June 1 the House Committee on Lobbying Activities gave the heads of these corporations 15 days to fill out meticulous reports of expenditures on travel to Washington, on contributions and on advertising dealing with public issues.

In this connection we happened to look up Article I of the U.S. Bill of Rights. "Congress," so the law reads, "shall make no law abridging the right of the people peaceably to assemble, and to petition the Government for a redress of grievances." In the old days, prior to the Civil War, people took this right quite literally. Abolitionists flooded Congress with petitions to legislate an end to the "grievance" of slavery. In the 1830s the normal business of Congress was often tied up for weeks as Southern representatives tried to stop the receipt of abolitionist petitions from New England.

Today the direct petitioning of Congress has gone out of fashion. It saves time and energy for everybody when President C. B. Randall of the Inland Steel Company, for example, goes down to Washington to see Senator Paul Douglas. In speaking to Senator Douglas, Mr. Randall has presumably exercised his constitutional right of petition. But, according to Congressman Buchanan, head of the House Committee on Lobbying Activities, there is apparently something nefarious about Mr. Randall's visit.

Since Buchanan is out to "get" business for advertising its point of view on public issues, we can suggest to him a prime culprit. We refer to the Revere Copper and Brass Co. In the New York *Times* for June 13, 1950, Revere offered a paid advertisement attacking the idea of a copper tariff.

Personally, we welcome this sort of "petitioning," and not merely because it fills the tills of the newspaper industry. Copper users everywhere have a right to know what Revere thinks of a tax on imported copper. It's their business as well as Revere's. Incidentally, the fact that important segments of business are coming over to free trade is news in itself. Boss Grundy, high priest of protectionism, was recently licked in Pennsylvania by Governor Duff. We choose to interpret his defeat as a symbol of a healthy national change of mind on tariffs.

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CANNED PIG

The object beautifully framed on this silvery milk can, held up against the white and azure sky like a rare gem set in platinum, is a pig's behind. The pig entered the can on June 12 to lap up some milk, got so bloated that it was unable to back out. Owner Robert Beck of Lawton, Okla. saved both pig and can by doing nothing. After eight hours of enforced dieting, the animal shrank down to size and got out by itself.

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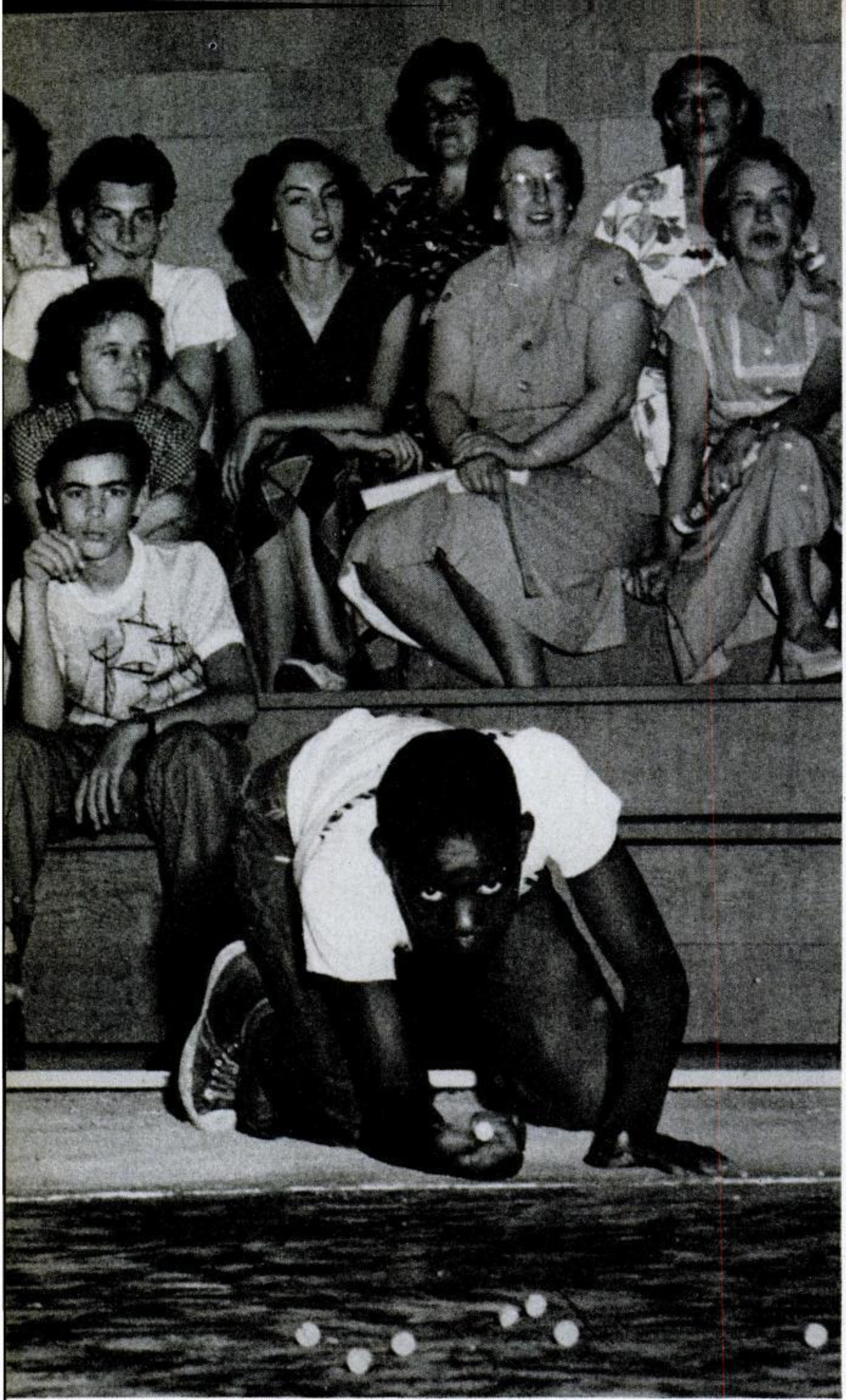
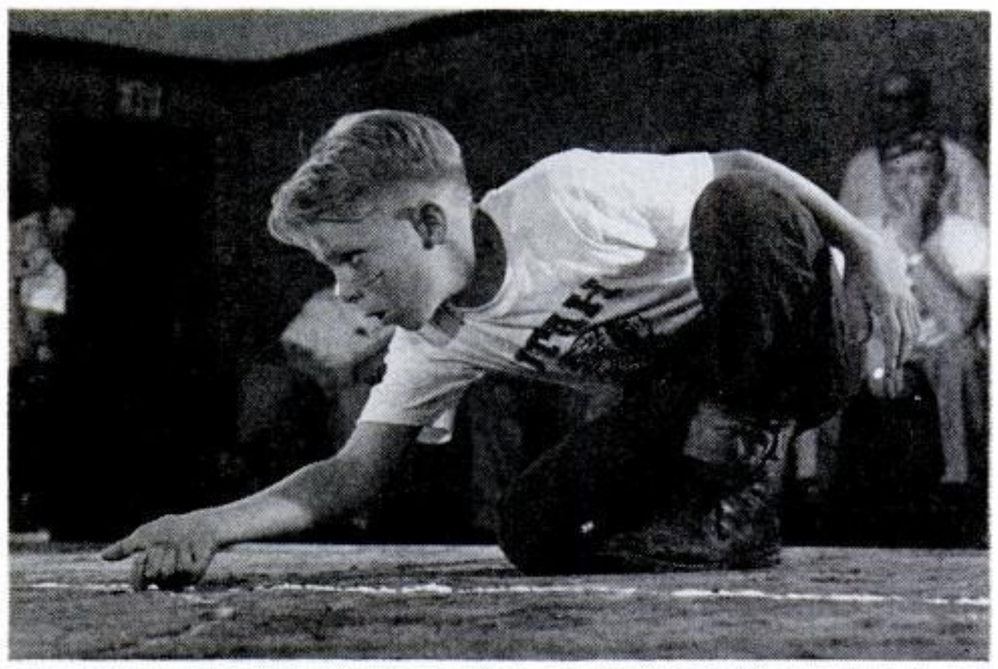


KNUCKLING DOWN according to strict tournament rules, Tilton Holt keeps one knuckle firmly on the ground as he crouches outside playing circle to line his shooter up.



PORK CHOP'S OPPONENT IN THE FINALS WAS UTAH'S GORDON ROWSE

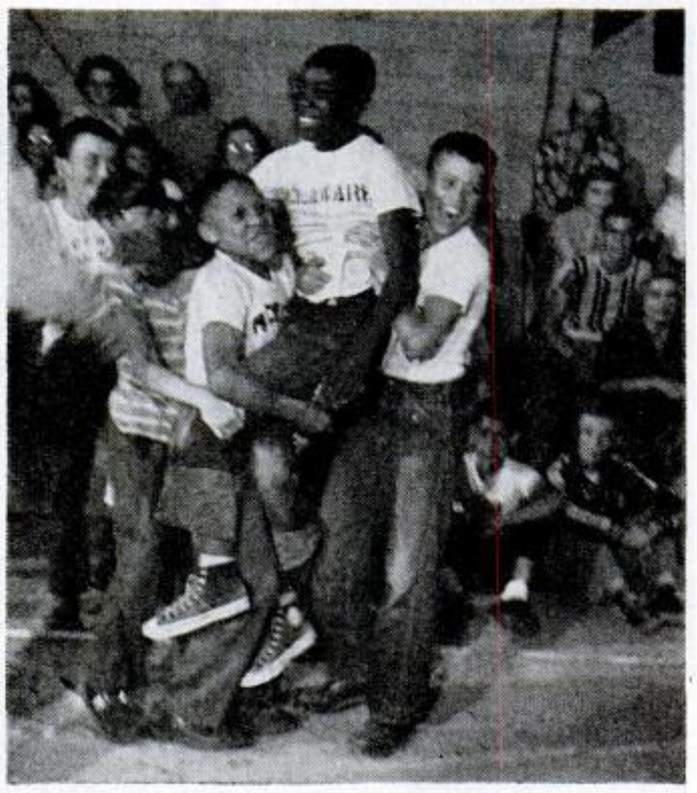
"PORK CHOP" IS CHAMP

Tilton Holt sweats out three days of marbles to win national tournament in a hectic finish

It never seems to be really summer until the new national marbles champion is crowned. Last week 40 boys, most of them state champions, got together in Eaton Rapids, Mich. to decide who the 1950 champ would be. Their pockets rattling with marbles, the T-shirted boys paired off around 10-foot clay rings to see who could be the first to knock seven marbles out of the ring.

As the tournament drew to a close, the only undefeated candidate was Tilton Holt of Wilmington, Del., an unruffled 12-year-old who is called "Pork Chop" by the marble-playing crowd. Pork Chop, who has been playing marbles ever since he can remember, had already won his city and state championships. In the deciding play-off he met Gordon Rowse, a determined 11-year-old from Ogden, Utah, who had already lost a match to Holt and now had to beat him twice to win the title. The Holt-Rowse finals ranked with the most exciting in marble history. Rowse won the first match, 7-2, 7-0, tying the tournament. In the next match Holt won the first game 7-6 and led 6-0 in the second when Rowse knocked out a phenomenal seven marbles in a row to win 7-6 and tie things up. In the last game Rowse knocked out three marbles. Holt knocked out six. Rowse knocked out two to put the score at 6-5 in Holt's favor. Holt missed the next shot. Rowse missed too. Then Holt calmly knocked out his seventh marble to win the title, an electric clock and a motor bike. Looking as if he had known he was going to win all along, Pork Chop pointed to the bike and said, "Fill it up with gas and I'll drive it back home."

AT DRAW, choosing first opponent, Holt takes his time.



AT TRIUMPH after his final match he is picked up and carried around the floor by his fellow players.

AT VICTORY FEAST he gets first taste of ice cream cake. Entrant from Greece (*left*) lost hand in land-mine explosion, got halfway in tournament.

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HUGGING HIS PRIZE, a 3-foot gold trophy topped by the figure of a marble player, the new national champion stands next to motor bike, another prize. Clyde Lewis (*right*), commander in chief of the sponsoring VFW, also awarded him a three-day trip to New York City where he was to appear on radio and television.

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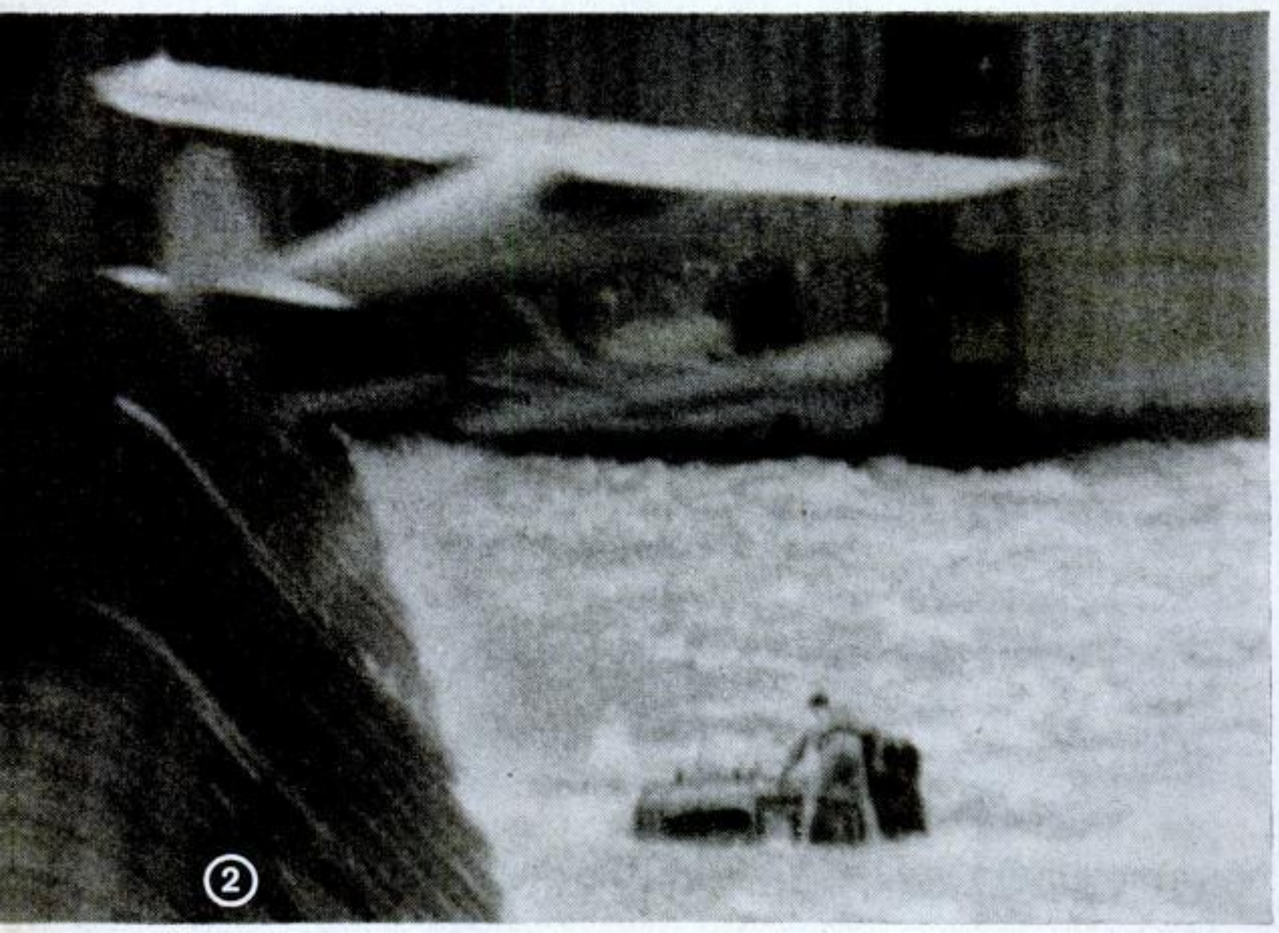
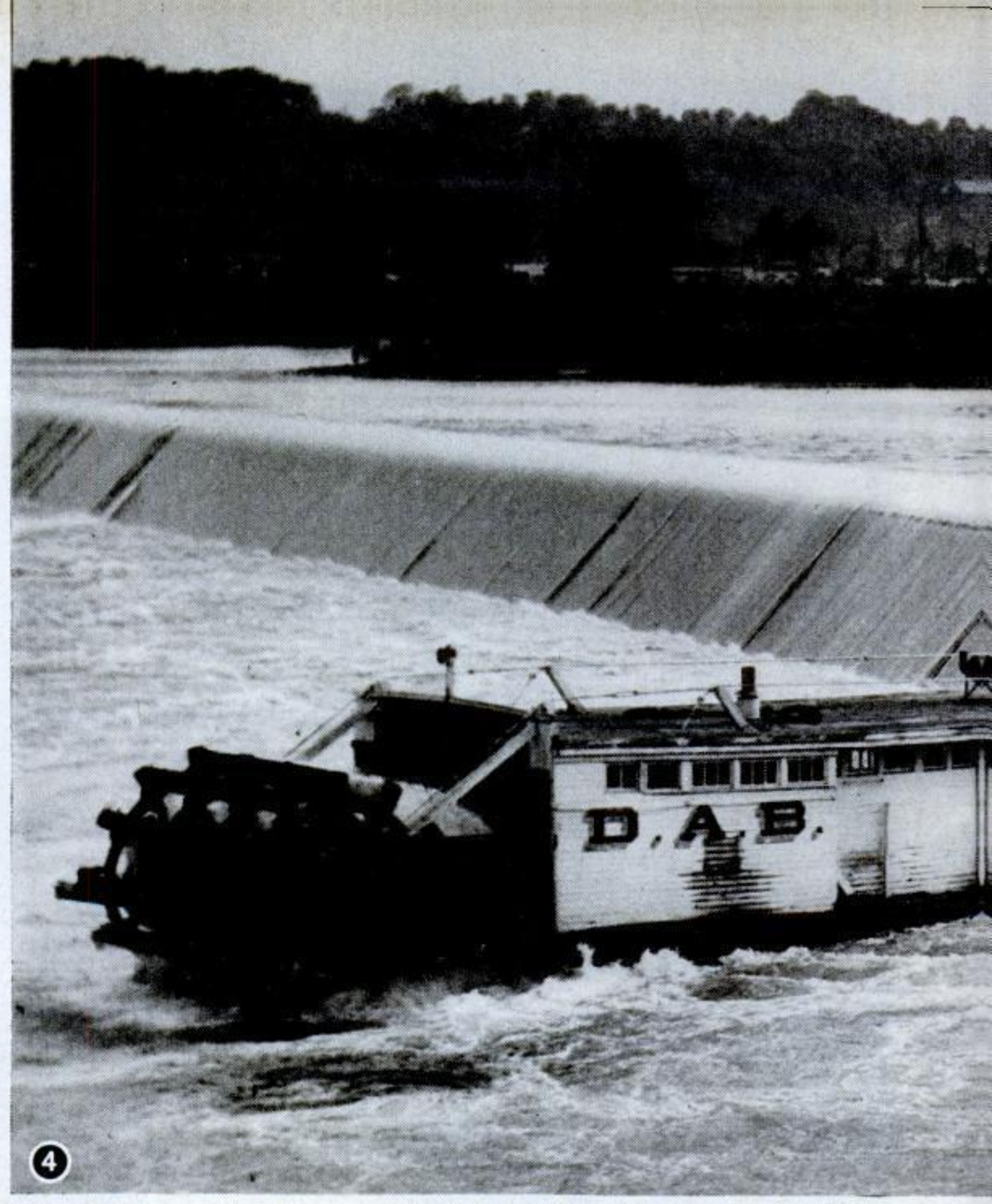
AT 1 A.M. floodlights from shore pick out trapped cruiser. Two lock tenders came out in a skiff, but one was drowned and the other had to be rescued himself.

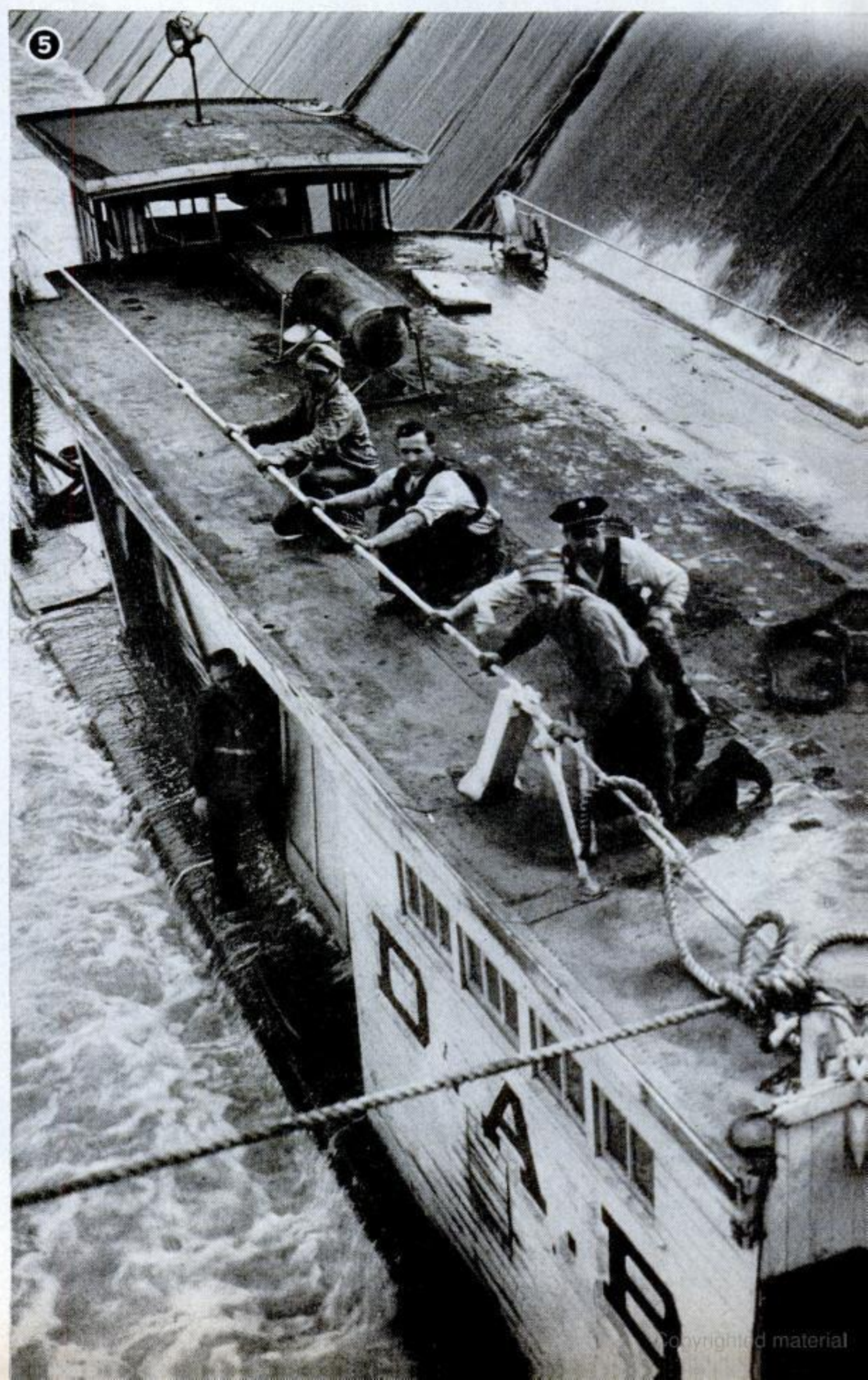


AT 6:20 A.M. seaplane fails as it tries to drop life jackets. An advertising blimp earlier made several attempts to drop a line, but the air currents were too strong.

AT 6:30 A.M. boat fails to make contact. It was secured to trees on island above dam and allowed to drift to edge of falls, but current swept it away from cruiser.



AT 7:00 A.M., making the rescue (*above*), the *D.A.B.* pokes her nose into the waterfall while the crew helps the men from the stranded cruiser come on board.



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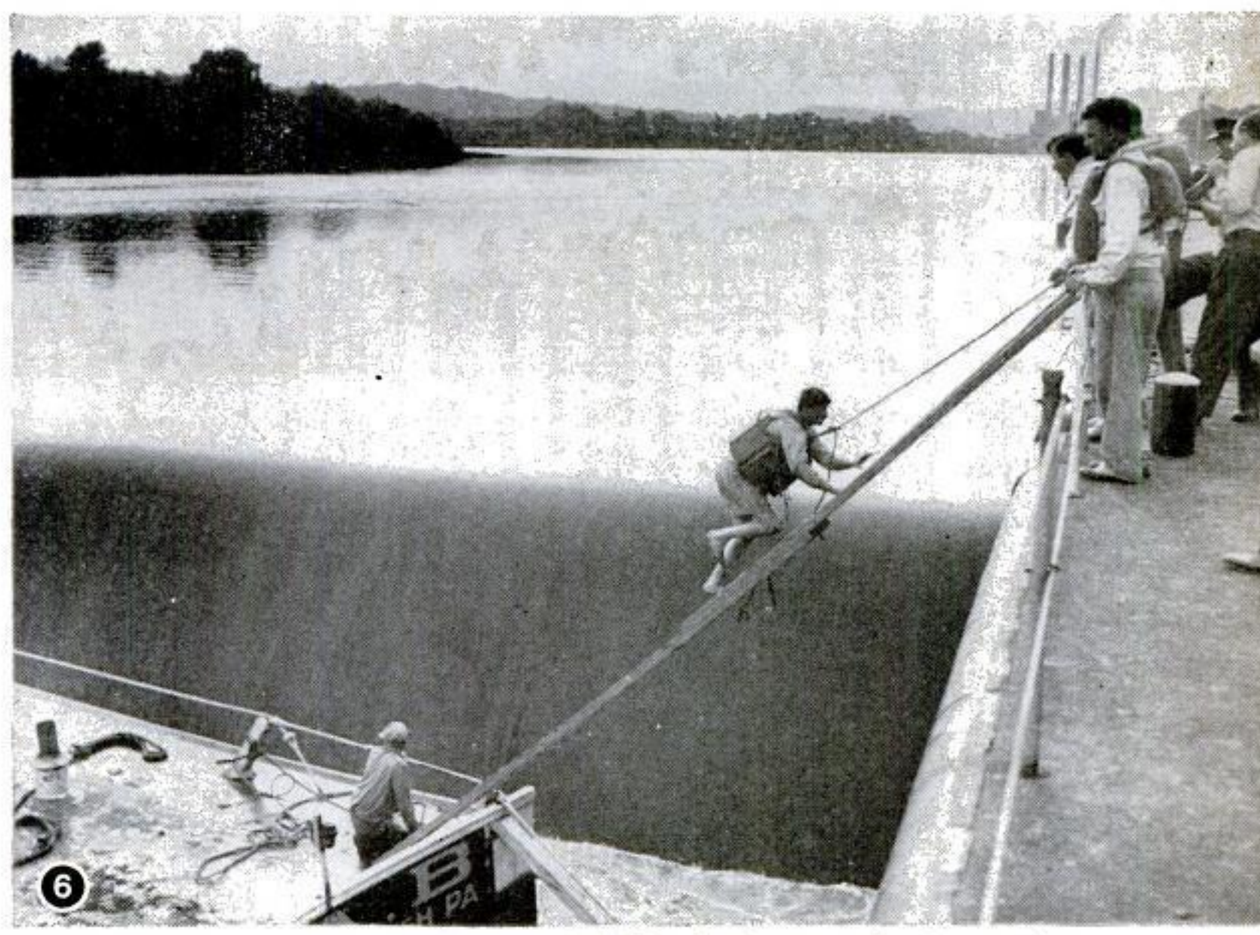
RESCUE ON THE RIVER

Four die, four are saved when boat goes over dam

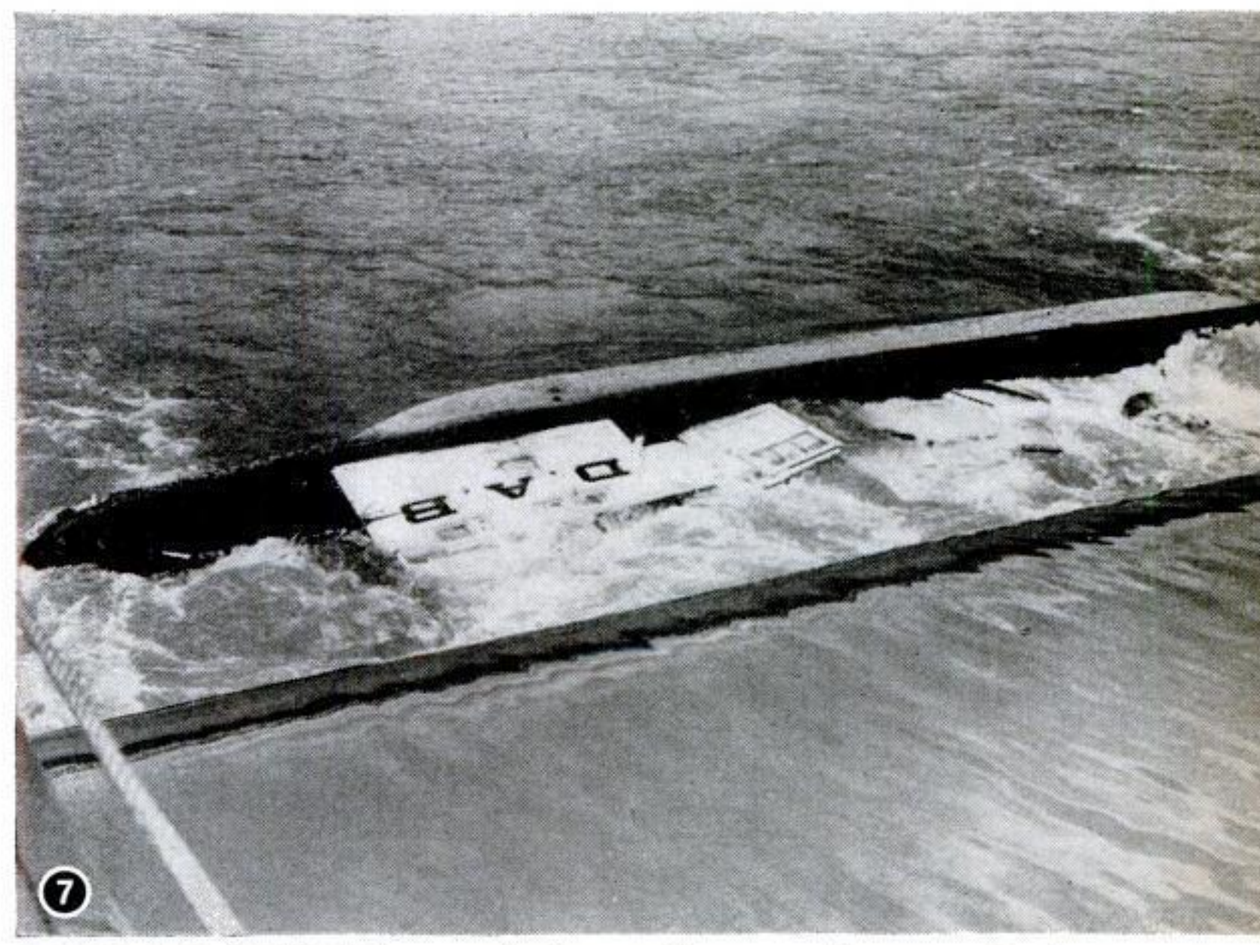
Near Pittsburgh a nightmare familiar to everyone who has ever sailed on a river actually happened on June 11. A little cabin cruiser, carrying four men and two women on a midnight jaunt on the Allegheny, got lost in the dark and was swept over an 11-foot dam. Miraculously, the boat landed upright at the foot of the falls, but it was quickly sucked against the dam by the backwash. For seven hours the boat was trapped there, pounded by tons of water while the passengers fought to hang on. They could not go below deck because the boat was half submerged and they were afraid to jump overboard and swim because of the backwash. One man tried it and was pulled exhausted from the water after two hours during which he made no progress at all. Each time he bobbed to the surface and caught his breath, the falling water pushed him under once more.

By dawn both women and one man had lost their grip on the boat and drowned. The survivors, rapidly growing weaker, watched one rescue attempt after another fail and one rescuer die. But finally the diesel-powered towboat *D.A.B.* (named for Daniel A. Burt, a steel executive) nosed its way up to the cruiser and took them off. Then the *D.A.B.* itself, minutes after completing the rescue, capsized and was pounded to bits by the falls.

AT 7:20 A.M., caught in the backwash (*below*), *D.A.B.* swings broadside to falls while worried crewmen cling to railing (survivors from cruiser are below deck).



AT 7:25 A.M. survivor comes ashore on a ladder. Lock is out of sight at right. At night it is marked by lights which people on the cruiser failed to see in time.



AT 7:30 A.M. *D.A.B.* disintegrates in the pounding water after rescue. In the next 24 hours the stern-wheeler was torn apart timber by timber and disappeared.

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LOOKING SOMEWHAT LIKE A CHINESE COOLIE HAT, THE SAUCER HOVERS OVER TRENT'S FARM. HE ESTIMATED THAT IT WAS 20 TO 30 FEET IN DIAMETER

FARMER TRENT'S FLYING SAUCER

Farmer Paul Trent of McMinnville, Ore. is a frugal man. Last winter he bought a roll of film for his camera and shot a snow scene. One month later he took a picture of a weeping willow in his front yard. Last May 11 he saw a flying saucer above his house and made two pictures of that. On Mother's Day he used up the last three negatives on his roll at a family picnic. Then he got the film printed up.

Somebody told Trent he ought to show the two flying saucer pictures to the editor of the weekly McMinnville *Telephone Register*. The editor thought the pictures were pretty good and printed them on page one together with everything Trent had to say about the saucer—that it shone like silver, made no noise nor smoke and after a minute or two whisked over the horizon to the northwest.

Herewith LIFE prints Farmer Trent's pictures. No more can be said for them than that the man who took them is an honest individual and that the negatives show no signs of having been tampered with, although there are people who would say that the object looks like the lid of a garbage can. If any other flying saucers turn up, Farmer Trent will photograph them if he can, and we may get a look at the pictures sometime around next Christmas.

FARMER PAUL TRENT

SECOND PICTURE SHOWS SAUCER MOVING AWAY. NONE OF TRENT'S NEIGHBORS SAW SAUCER, BUT HIS WIFE DID AND BACKS UP WHAT HER HUSBAND SAYS

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THIS IS THE SPAGHETTI

PREFERRED BY 9 OUT OF 10

WHO TASTE IT!

IN A NATION-WIDE SURVEY, 9 out of 10 who tried it preferred Franco-American to all other ready-to-serve spaghetti. In fact, thousands today serve Franco-American in preference to the kind you prepare yourself!

Busy-Saturday Lunch

A family favorite—ready in minutes!

On busy Saturdays—or busy *any*-days—it's easy to satisfy that hungry family of yours with a nourishing lunch of Franco-American Spaghetti, a green salad and milk.

This is the spaghetti preferred by 9 out of 10 who taste it to any other ready-to-serve spaghetti! So delicious and different, thousands who used to cook their own spaghetti at home now serve Franco-American *only!*

Here's fine, firm, tender spaghetti, cooked with a sauce of 10 choice ingredients . . . including well-aged, tangy, Cheddar cheese, and plump, juicy, sun-red tomatoes. Even if you *knew* the famous recipe and could *get* all the best ingredients, you couldn't prepare spaghetti as good as this at anywhere near the price! This spaghetti costs less to serve than the kind cooked at home!

Get several cans of Franco-American Spaghetti at your grocer's today!

READY IN 5 MINUTES —AND SO THRIFTY

THOUSANDS PREFER IT TO THE HOME-COOKED KIND!

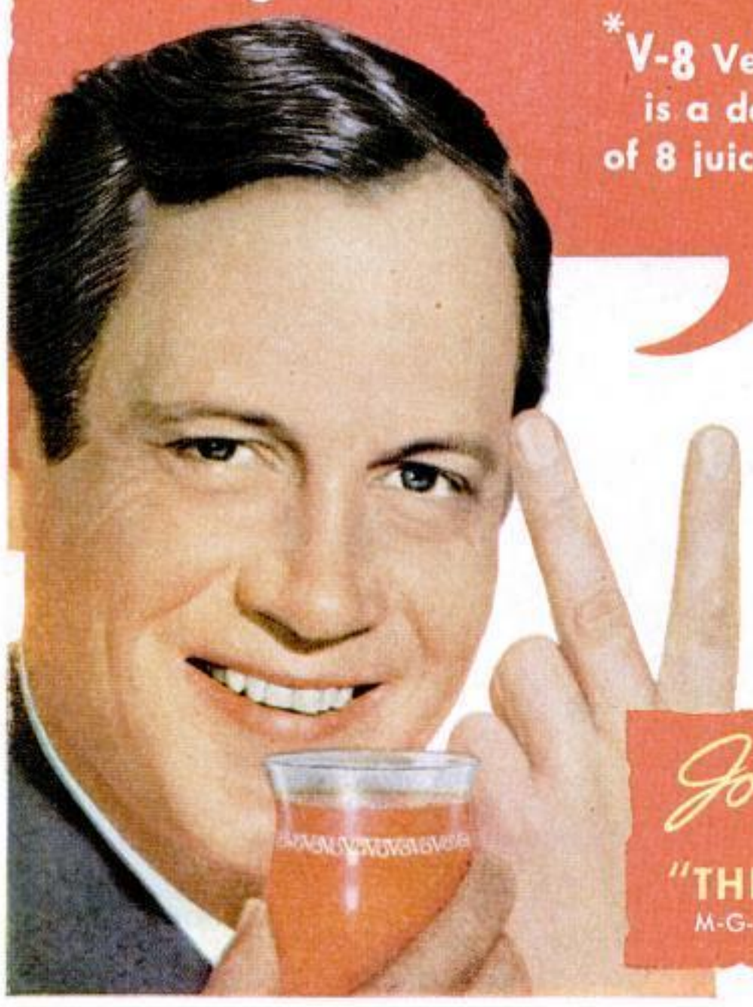
Franco-American SPAGHETTI

MACARONI • BEEF GRAVY

V-8* Has Lively Flavor and Goodness

no single juice can match!

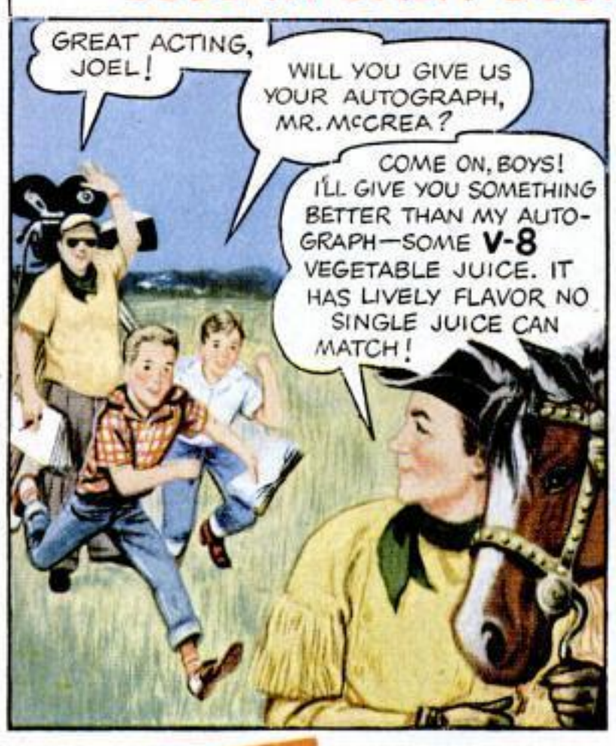
*V-8 Vegetable Juices is a delicious blend of 8 juices in one drink!

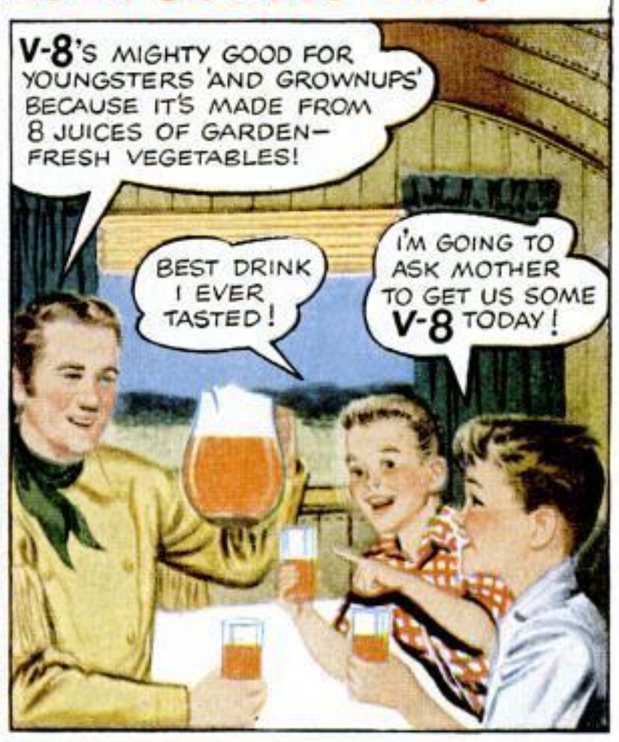


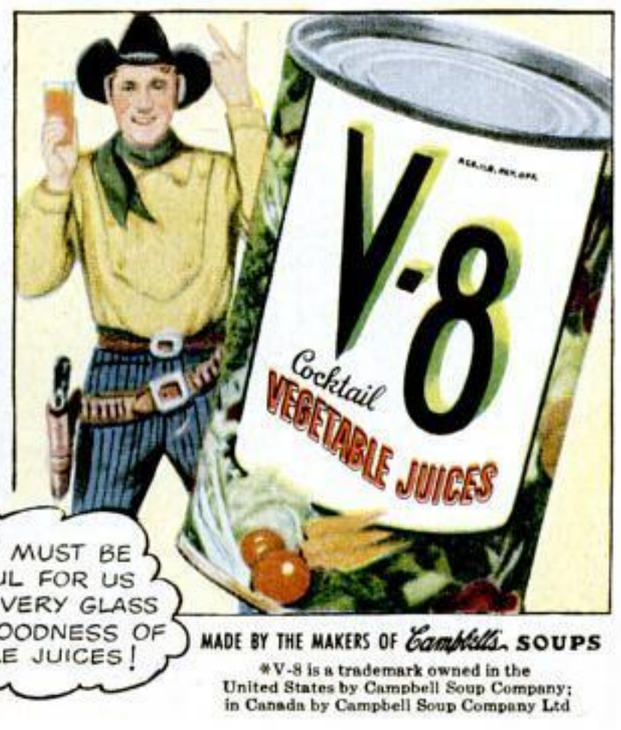
V-8 FOR VITAMINS
V-8 FOR VITALITY

Joel McCrea
Starring in
"THE OUTRIDERS"
M-G-M Technicolor Production

JOEL McCREA SCORES A DOUBLE HIT!







MADE BY THE MAKERS OF Campbell's SOUPS

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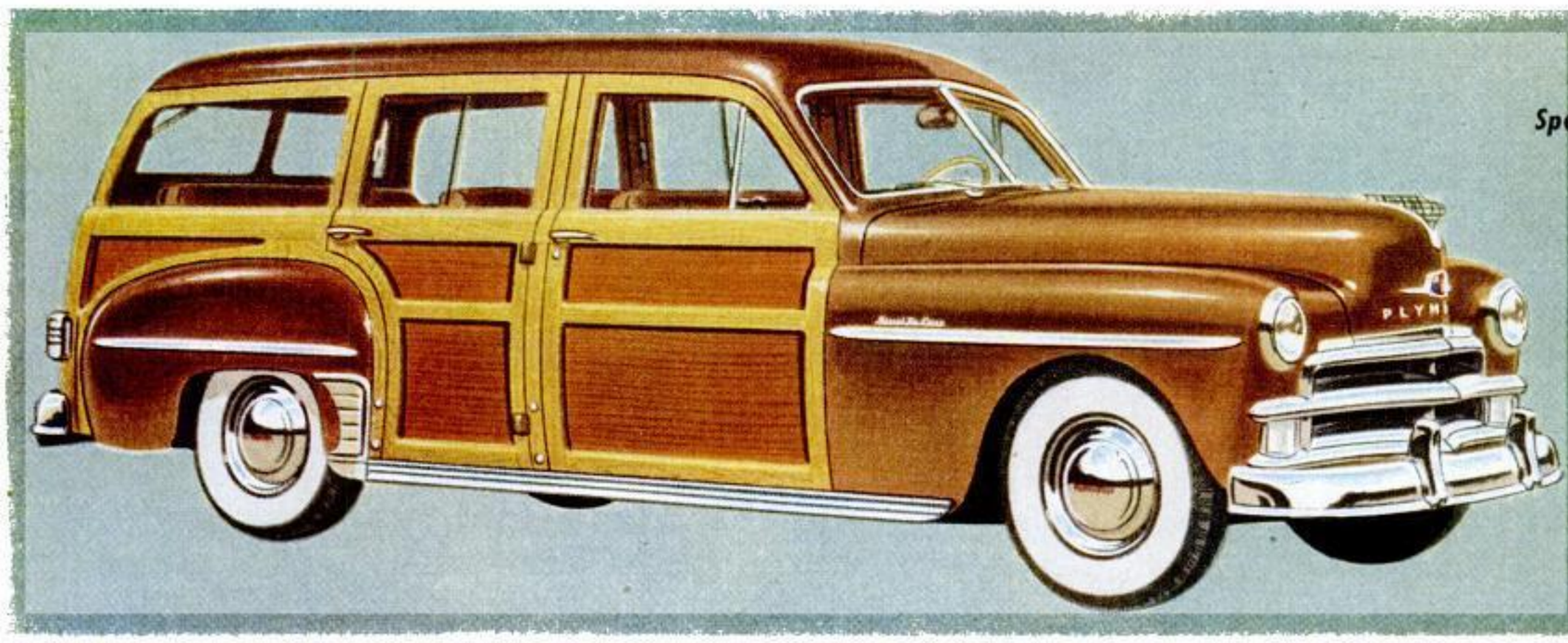
Take your pick of these great NEW PLYMOUTHS

Packed with value and ready to prove it!

Meet the members of the Value Family — the beautifully new Plymouths! Here, in all its superb styling and advanced engineering, is a Plymouth for every purpose — to meet every driving need, every motoring pleasure. There are 10 versatile, value-packed models in this new line (not shown on these pages are the De Luxe Four-Door Sedan, the De Luxe Club Coupe and the Special Suburban). Look them over. Drive them. Compare them. Take your pick of the new Plymouths — and you've got the pick of the low-priced field!

Special De Luxe Four-Door Sedan

A car for all the family. Longer, lower and wider looking. Spacious interior, luxurious appointments, brilliant performance. The low-priced car that acts and looks and lasts like the higest-priced cars!

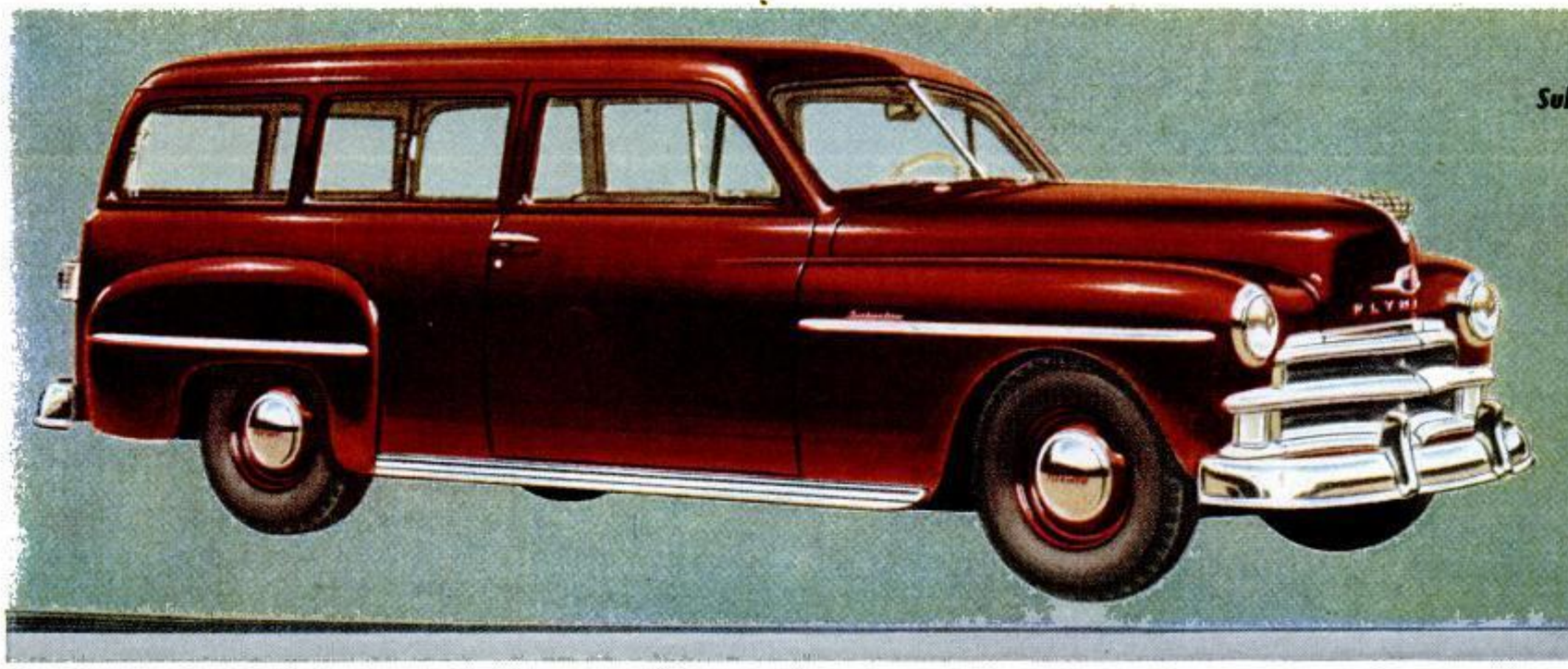


Special De Luxe Station Wagon

Beauty and utility roll along together. Both rear and center seats are easily removed for more cargo space. Spare tire concealed in tailgate cover. All-steel top and floor. The car that serves you at work or play.

De Luxe Two-Door Sedan

Roominess, good vision, luxurious comfort and distinctive styling. Amazingly easy to handle —maneuvers in and out of traffic like an open-field runner! Plymouth's famous performance at Plymouth's low cost.



Suburban

Actually three Plymouths in one! Rides like a fine sedan — serves as a station wagon — quickly and easily converts to use as a cargo carrier. All-metal, available in 10 striking colors. Luxurious interior.

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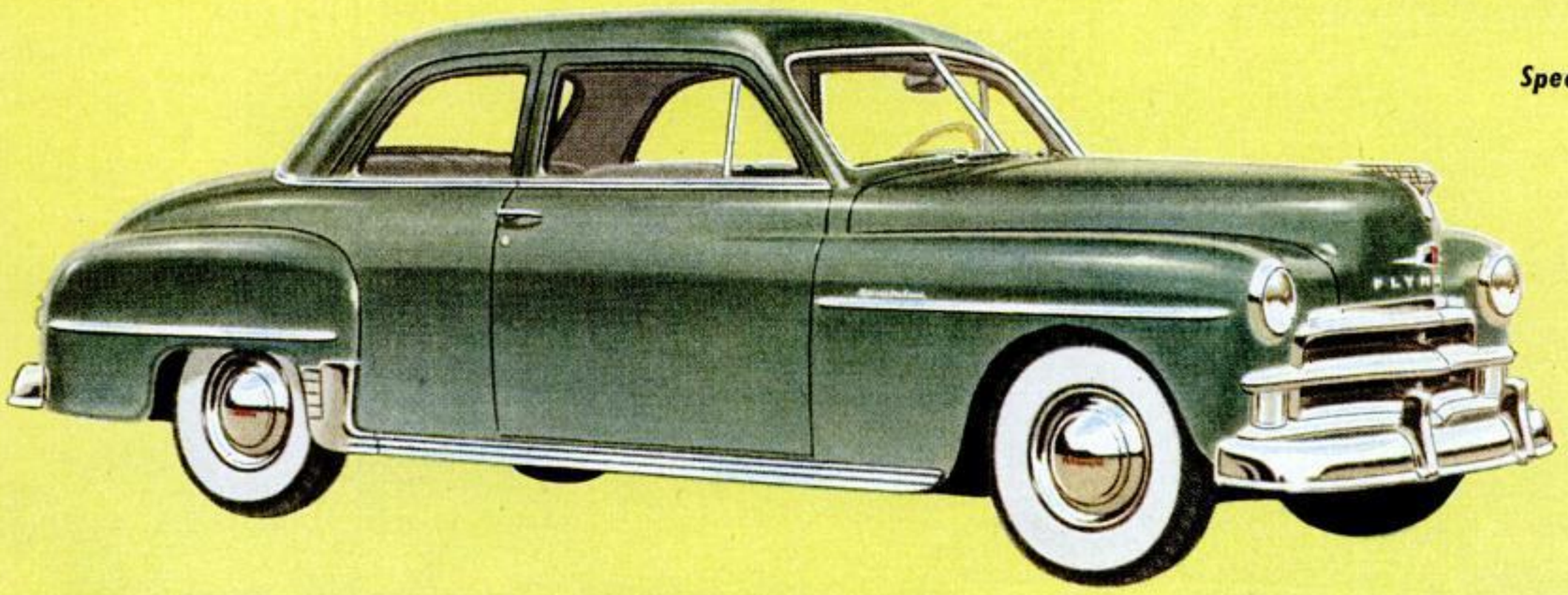
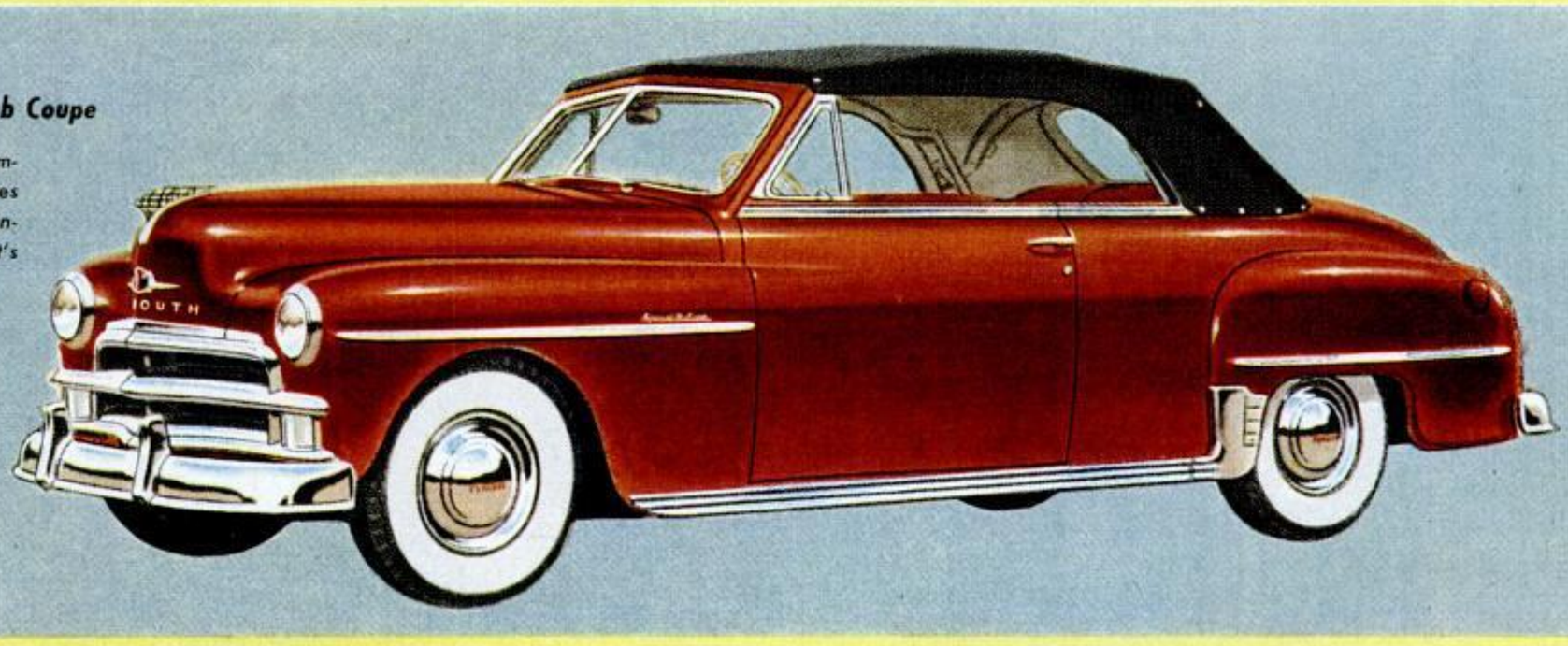


Special De Luxe Club Coupe

Doors open extra-wide and the back of the front seat swings inward as it tilts forward, making it easy to get in and out of the rear seat. Everybody rides in this comfort-styled club coupe with plenty of room to spare!

Special De Luxe Convertible Club Coupe

All passengers ride in roomy, all-weather comfort. Smartly styled, the durable top raises or lowers in about 15 seconds. The rear window is double-sized. Here's the car that's gracefully gay in a great big way!



De Luxe Three-Passenger Coupe

The car that really gets down to business! Perfect for business man, salesman or small family. Huge storage space in oversize luggage compartment. Economical to buy, economical to operate. Ample room for three.

PLYMOUTH BUILDS GREAT CARS

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan

—now more than ever the car that likes to be compared!

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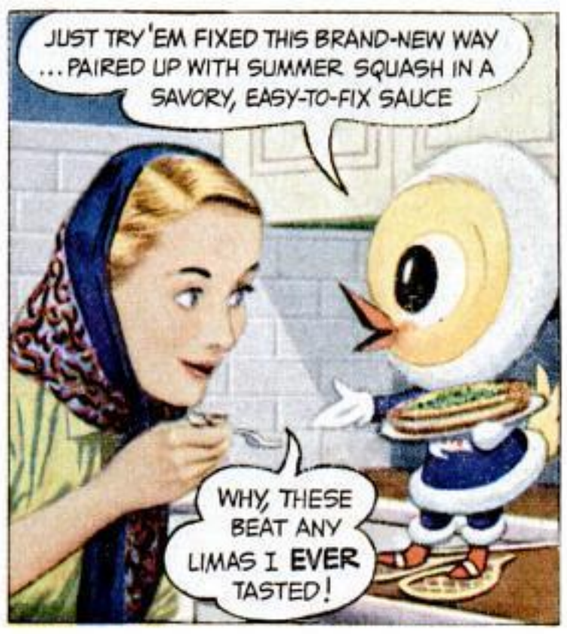
Mrs. Dee cheats the Clock



RECIPE!

BIRDS EYE BABY LIMA BEANS 'N SUMMER SQUASH

1. Cook 1 box of green, young Birds Eye Lima Beans as directed on package about 12 minutes, or until almost done. Drain, reserving liquid; add milk to make 1½ cups. Cut 1-lb. squash in ½-inch slices and cook in salted water until almost tender. Fry 4 slices bacon until crisp; drain, reserving drippings.

2. Sauté 1 tablespoon chopped onion in 2 tablespoons butter or bacon drippings until golden brown. Add 2 tablespoons flour and blend. Add vegetable liquid and milk gradually. Add 1 bay leaf, salt and pepper, and ⅛ teaspoon Worcestershire sauce. Cook until mixture is thickened, stirring constantly. Remove bay leaf.

3. Place partially cooked Limas in 2-quart shallow baking dish. Arrange slices of cooked squash around edge. Pour sauce over vegetables. Sprinkle ¼ cup grated sharp cheese over squash. Bake in hot oven (400°F.) 10 minutes, or until lightly browned. Remove from oven and garnish with pieces of bacon. Makes 4 or 5 servings.

Product of General Foods

BIRDS EYE–bound to be better!

Copyright 1950, General Foods Corp.

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LATE FOR GRADUATION, FIVE SCRIPPS SENIORS HOLD ON TO CAPS AND RACE TO CEREMONY ALONG PATH LINED WITH ORANGE TREES

ROMANTIC GRADUATION

Scripps College ends year with 7 married students, 11 engagements, a campus wedding

The cloistered campus of Scripps College, a women's school in Claremont, Calif., 35 miles east of Los Angeles, is so filled with beautiful buildings, flower beds, grassy terraces and rows of eucalyptus, lemon and orange trees that it looks more like a setting for schoolgirl romance than for scholarship.

Actually it sees a good deal of both. Scripps specializes in teaching the humanities—art, history, languages, literature. If any of its 217 students want to study subjects like mathematics, science or economics, they enroll for these courses at coeducational Pomona College or Claremont Men's College, both just a few blocks away. All told, including the men at a fourth local college, Claremont Graduate School, there are 1,300 male students in the town, many of whom the girls get to know in classes or at the Scripps "open house" parties.

This month the 50 graduating seniors took stock of the inroads romance had made on their class. Ten were looking for careers, four were undecided about their future, 12 were going to Europe this summer before they made further plans. But of the rest, seven were already married, three to students they had met in Claremont. Another 11 girls were engaged, five of them to local college students. And one of these was married on the Scripps campus (*p. 48*) to a Pomona man the day after graduation.

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PARKING HER HAT on statue, Mary Mewhirter says goodby to Lafe Speirs of Claremont Graduate School, to whom she is unofficially engaged.

"OUR FINAL HOUR"

In the last few days before graduation the girls went through the traditional preparations for facing the future. At the senior breakfast they sang their goodbys in the graduation song, *Susie Scripps:* ". . . Now we've reached our final hour . . . when we must leave our ivory tower." In their newspaper, *The Scripture*, they listed what they wanted to do after they had climbed down from the ivory tower. One girl said she was going to have at least seven children—five boys and two girls. Another wanted to work in the children's playroom on an ocean liner. And one described her future bluntly: "Find job—Ulp!!"

PARKING HER BABY in husband's lap, Jody Mills borrows his comb. Her husband Abbot is junior at Pomona. Baby, Abbot IV, was born May 6.

LIGHTING CANDLE before final exam, Mary Mewhirter hopes it will not go out before she returns. If it does it will bring her bad luck. It kept burning and she got an "A."

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CHAIN OF IVY is carried by sophomore women, who escort the procession of seniors and Scripps faculty marching to the music of Chopin's *Polonaise*. The speaker at the graduation ceremony was Lillian Gilbreth, 72-year-old construction engineer and mother of family described in the book *Cheaper by the Dozen*.

TOSSING CARNATIONS into well for good luck, eight engaged seniors show fine aim. Not one missed. Girl at far right is Carolyn Grove, 20, a math major who was engaged to a Pomona man (*picture at right*).

DANCING, Carolyn floats through prom with her fiancé. They married after graduation (*next page*).

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UNDER THE CAMPUS OAKS Carolyn and John Lindberg (*center*) stand in receiving line after wedding. Next day Carolyn watched John, 24, graduate from Pomona College. She had met him while attending Pomona calculus class. They plan to live in Colorado while John studies geophysics at Colorado School of Mines.

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Scientific tests prove Lucky Strike milder than any other principal brand!

These scientific tests, confirmed by independent consulting laboratories, prove Lucky Strike mildest of the 6 major brands tested!

LILLI PALMER *says:*
"Luckies are really smooth!"

Let your own taste and throat be the judge! For the rich taste of fine tobacco — for smoothness and mildness . . .

THERE'S NEVER A ROUGH PUFF IN A LUCKY!

COPR., THE AMERICAN TOBACCO COMPANY

L.S./M.F.T. — Lucky Strike Means Fine Tobacco

So round, so firm, so fully packed — so free and easy on the draw

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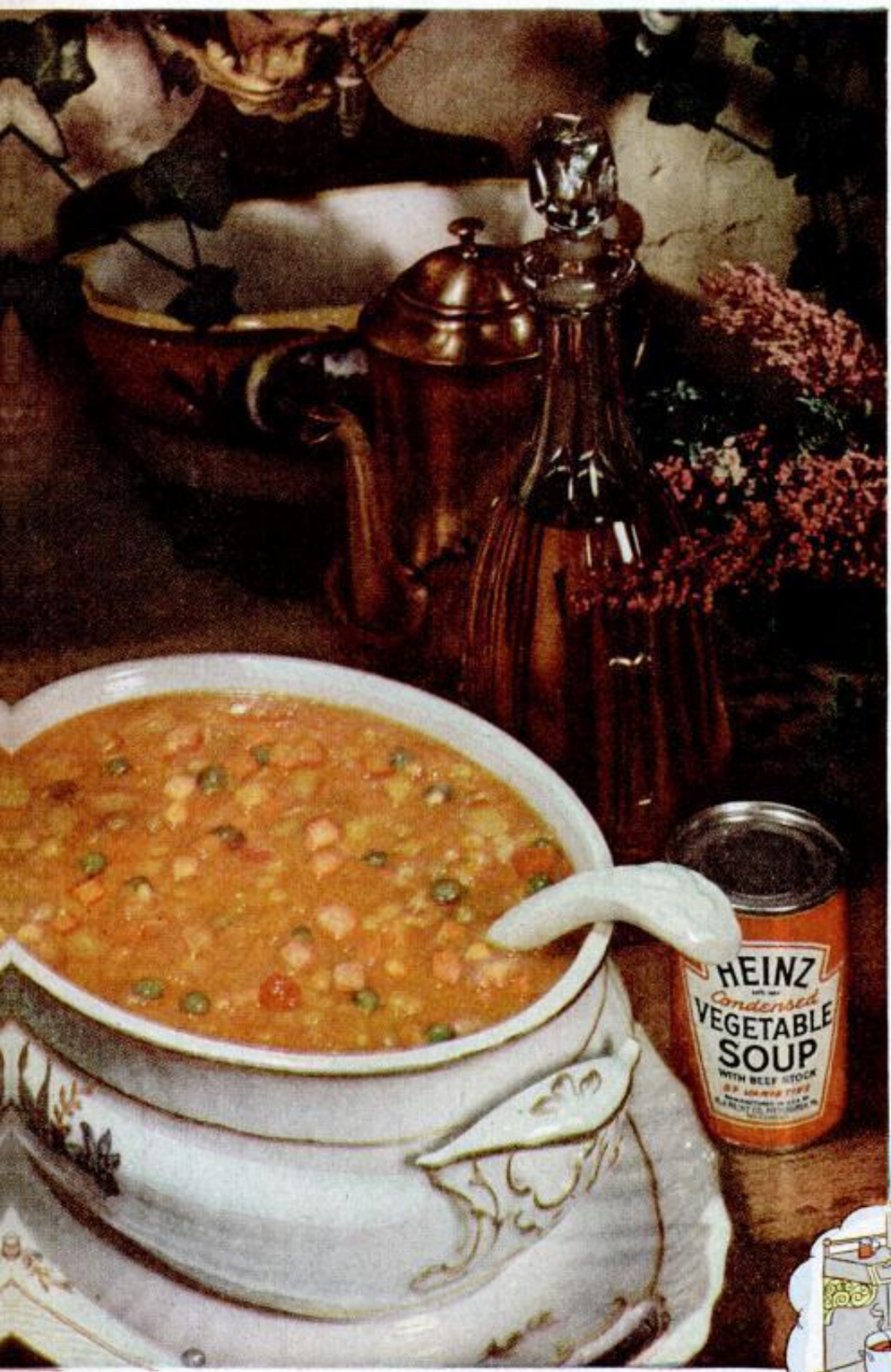
Full-Bodied Heinz Vinegar



Just taste the wonderful difference in Heinz Soups!

● **First time you sit down** to a steaming bowl of Heinz Condensed Soup, you notice its rich, inviting look . . . Next you get a whiff of its tempting aroma. Then you taste its wonderfully different *flavor!* Heinz Soups are *home* soups—any way you judge 'em! For they're fussily cooked the time-taking, home way—seasoned to subtle perfection! At today's lower prices, you'll want to order many of your favorites!

Listen To "The Thin Man" Friday Evening Over ABC

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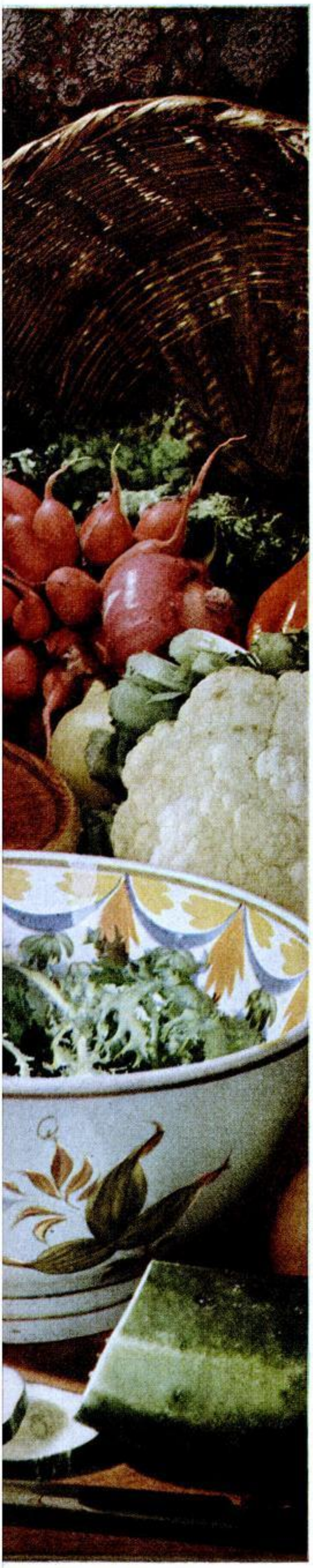
Gives You More Flavor For Your Money!



Zestful Heinz Vinegar Is So Concentrated And Mellow, So Uniform In Strength, It Costs Less To Use—Really Goes Further!

SPARKLING with extra verve and tang—and fragrant with a wonderful bouquet—Heinz Vinegars are the first choice of women who demand fine *flavor* for their money! Also Heinz Vinegars are so full-bodied you use less—get better results with your summer salads and dressings!

● **Pick Heinz Cider Vinegar**—made from fine, juicy apples—for superb fruit and vegetable salads. Choose deep-toned Malt for lustier salads. And rely on piquant Tarragon to point up the subtle flavors of crisp, cool greens.

● **And when you're ready** to do your home preserving and pickling, by all means insure your success by using Heinz Distilled White Vinegar—the kind developed for Heinz own famous pickles and relishes! Your grocer has it in thrifty gallon jugs.

● **Remember** that Heinz fine Vinegar costs little for salads *and* canning. You know it's good because it's *Heinz!*

● **Heart of a sensible** hot-weather meal is salad—and soul of the salad is Heinz Vinegar! All four kinds have a flair for bringing out the best in your ingredients—*every* time. For Heinz Quality Control Department checks Heinz Vinegars for uniform strength and full-bodied mellowness!

Five ways to make meals great!

● **You can lend flavor-enchantment** to many a summer meal with lively Heinz Condiments! Serve Heinz 57-Sauce and Worcestershire Sauce with fish and cold cuts . . . Use Heinz Tomato Ketchup or Chili Sauce on hamburgers and hot dogs . . . Heinz Prepared Mustards (Brown and Yellow) in sandwiches. Heinz condiments really pep up foods!

HEINZ
57 VARIETIES

Why your baby deserves Heinz Baby Foods!

● **Fresh in flavor** and color—high in vitamin and mineral content—Heinz Baby Foods are the kind you should give your youngster. Choose from over 30 kinds—backed by an 81-year-old quality reputation you can trust!

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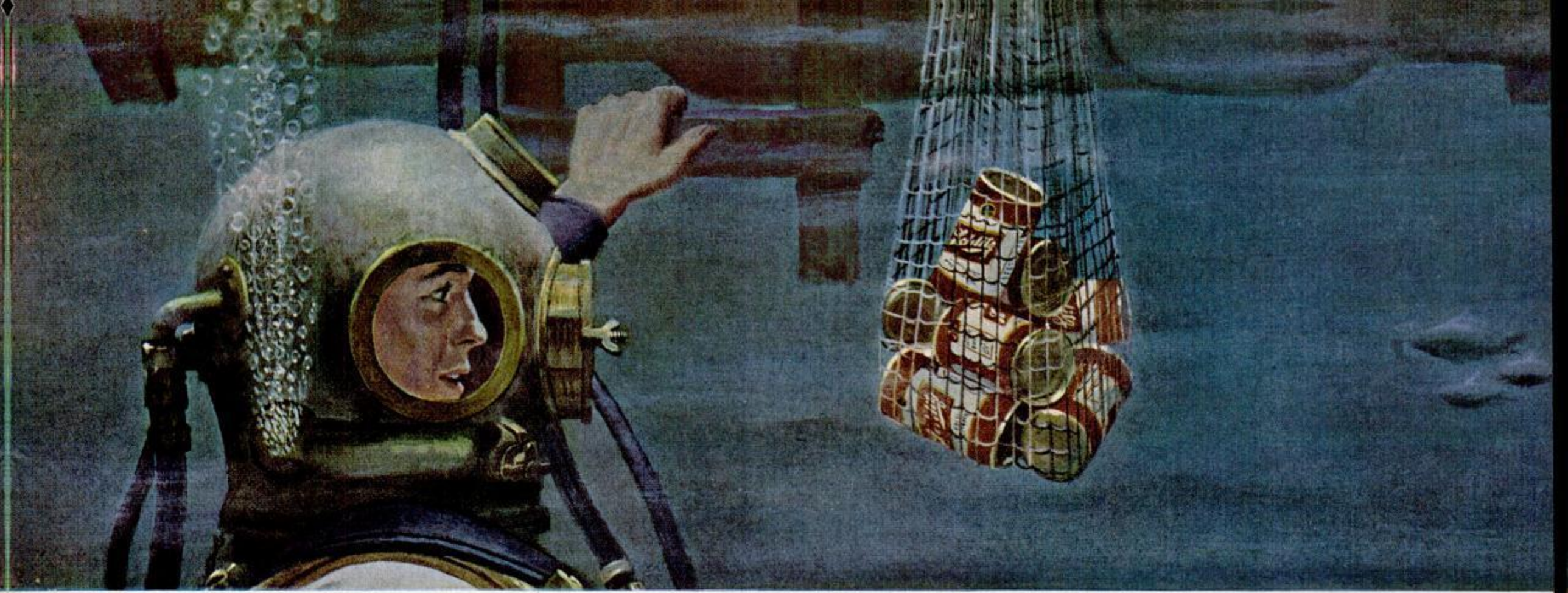

"I was curious...

I tasted it...

No wonder Schlitz *is...*
The largest-selling beer in America!"

The Beer that made Milwaukee Famous!

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TWIRLING HIS CAP AND BOWING, BEN HOGAN STRIDES HAPPILY TOWARD CUP AFTER SINKING LONG PUTT ON 17th AS FAZIO WALKS AWAY, MANGRUM WATCHES

THE MAKING OF A SPORTS LEGEND

Ben Hogan wins the U.S. Open and loses his composure on a historic day at the Merion golf course

HAPPY PACEMAKER, three strokes up after 16th, Ben cannot keep poker face.

At the Merion Golf Club at Ardmore, Pa. on a bright June Sunday, a modern sports legend was made. Ben Hogan, the cause of it all, was an unwilling accomplice. The night before the play-off of the U.S. Open's triple tie (LIFE, June 19), Ben lit into newspapermen who had dramatized his near-fatal accident and his magnificent comeback on weak and bandaged legs. "Forget my legs," he commanded. "Write about my golf." On the course next day he seemed still determined to avoid the legendary. He played warily, like a man picking his way through quicksand.

Then history caught up with Hogan. Lloyd Mangrum, gambling for birdies and getting into trouble, was one stroke behind. His other foe, George Fazio, was three behind. On the 16th green Mangrum made a colossal blunder: he picked up his ball to blow off a bug, automatically penalizing himself two strokes.

This bizarre touch affected even the icy Hogan. He smiled broadly as he approached the 17th green. Then, to prove that he could win golf's biggest prize, without backing in, he threw caution aside, went boldly for a difficult 50-foot putt over a rise and sank it. At that Ben himself gave in and, with an antic little gesture (*above*), finally admitted that a Hogan legend had been born.

HEROIC WINNER by four strokes, Ben hugs his wife Valerie and his big trophy.

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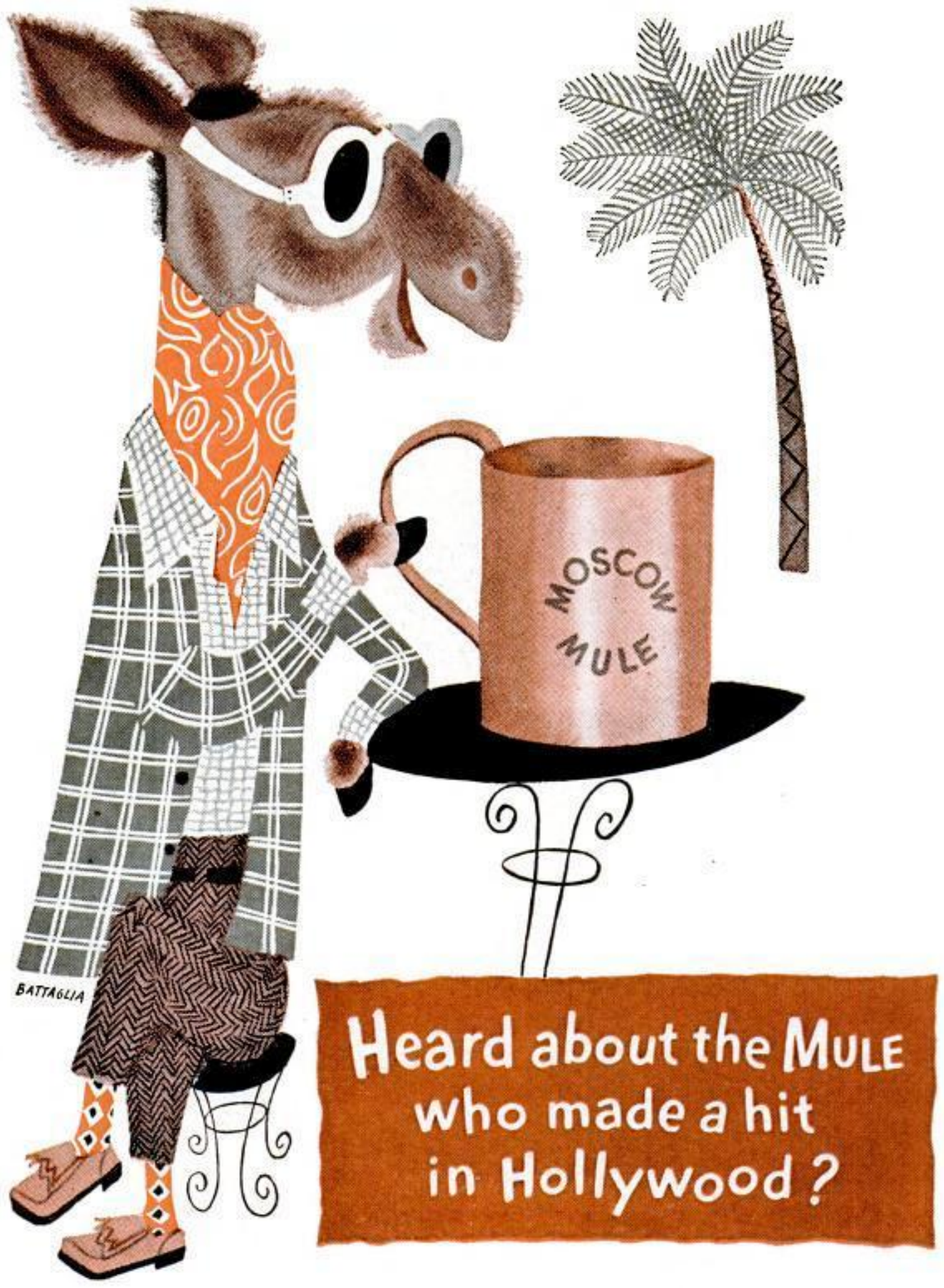


■ A delicious drink has captivated the West and is moving Eastward. It's the MOSCOW MULE... a refreshing thirst-quencher made with vodka and served in an intriguing copper mug.

HERE'S HOW TO MAKE THE MOSCOW MULE:

Jigger of Smirnoff Vodka
Juice of ½ lime
Add cubed ice
Fill mug with Cock'n Bull Ginger Beer
Garnish with squeezed lime half
Stir gently

Be sure the vodka is SMIRNOFF— the official vodka of three generations of the Czars. Now made in America, in accordance with the original Smirnoff formula.

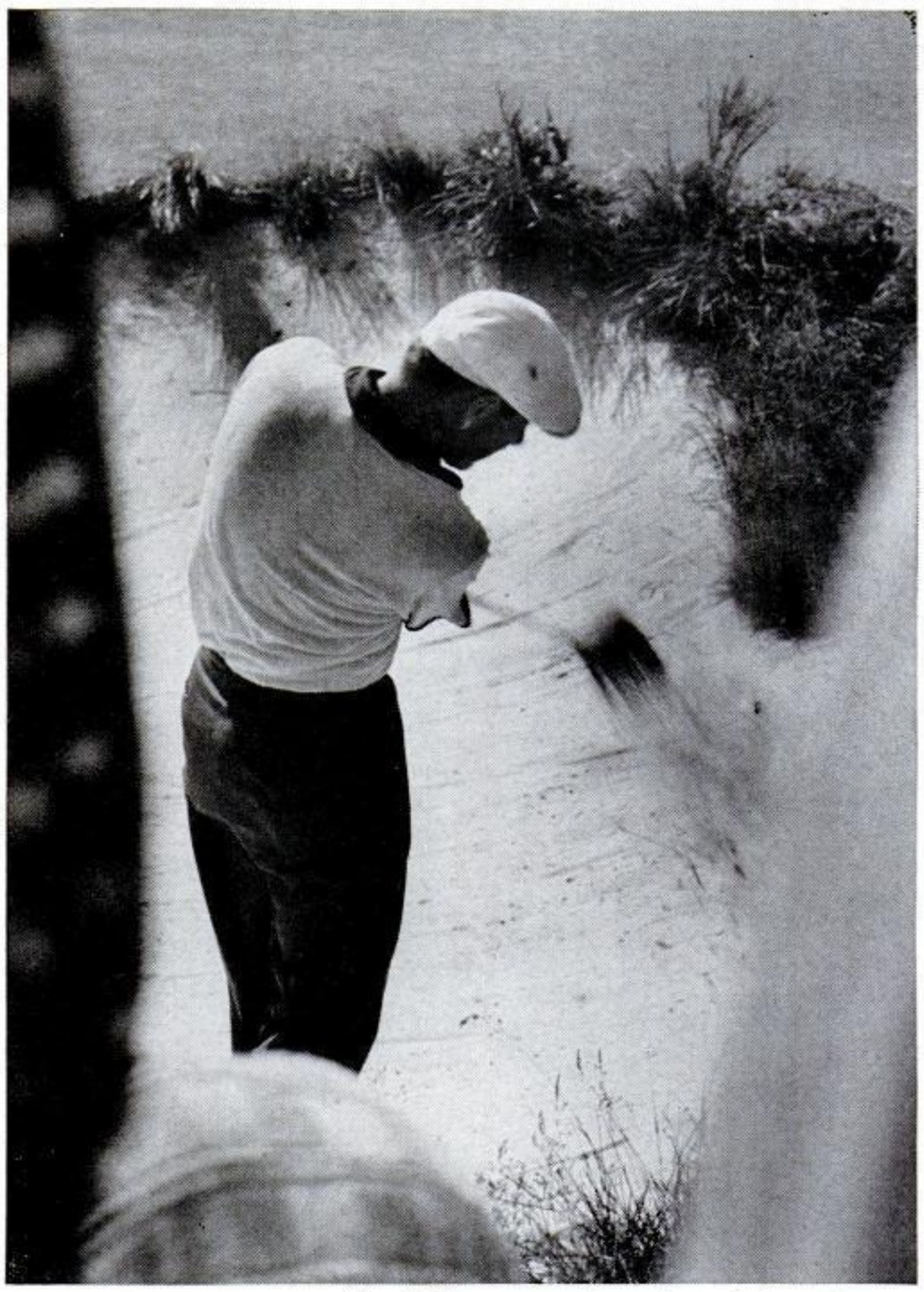
Smirnoff is essential for the Moscow Mule —a revelation in Martinis, Collins', colas, fruit juices and other soft drinks. Smirnoff *loses itself* in the other ingredients. Extremely delicate in flavor . . . so light, so subtle *it leaves you breathless!*

Smirnoff
the greatest name in VODKA

80 or 100 proof

Standard of the world since 1818

Made from 100% grain neutral spirits. Ste. Pierre Smirnoff Fls. Inc., Hartford, Conn.



BLASTING FROM TRAP, Lloyd Mangrum pitches short of the 10th green and goes one stroke over par. He finally finished two strokes ahead of Fazio.

RUBBERNECKING OVER CROWD, artful spectators get a view of the ninth tee with homemade contraption—a mirror tied to end of a broomstick.

Copyrighted material

1. Touring Ted and family said: "It's time for our vacation.
We've packed the car, we're on the road, we're off to see our nation!
We plan to fill each day with thrills, but what we'll like the best
Is staying at the Statler—where you really *are* a guest!

2. "They've got some *special services* that tourists really cheer,
Like Statler's friendly 'Service Aide,' who'll serve *you* while you're here.
She'll point out points of interest—where to go, and what to do—
Or help you plan a happy day at ball park, beach, or zoo.

3. "From fixing babies' formulas to cooking adult dishes,
The chefs at Statler have no peers; each meal is just delicious!
They've special children's menus, special plates and silver, too,
And, thrill of thrills for any child, balloons when they are through!

4. "The Statler sends a bowl of fruit as gift for little guests.
And Statler's famous beds (or cribs) insure them all-night rests.
If touring parents want to leave to dance, or stroll around,
They get a Statler sitter who'll keep children safe and sound."

5. And when at last it's time to go, our happy touring bunch
Is overjoyed to find that Mom has ordered a box lunch.
The "Service Aide" has maps they need to plan their trip that day.
And Touring Ted cries: "*Tourists—the Statler's where to stay!*"

STATLER HOTELS: ***NEW YORK*** (FORMERLY HOTEL PENNSYLVANIA)
BOSTON • BUFFALO • CLEVELAND
DETROIT • ST. LOUIS • WASHINGTON
STATLER OPERATED: ***HOTEL WILLIAM PENN • PITTSBURGH***

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CECILE SAUCY leaps about in her Bikini suit and Paris hat, and makes faces on sands of Ponds Point.

CECILE SOLEMN lies reflectively on beach while taking a rest after a week of rigorous interviewing.

CECILE SALTY lets her mother rub her back after dip in the brine so that she won't catch death of cold.

Copyrighted material

GAY GIRL FROM GAUL

Cecile Aubry brings a new Latin lilt to Hollywood

Hollywood's postwar taste in foreign actresses has run to stately Swedes (Marta Toren, Viveca Lindfors) and lusty, full-blown Latins (Valentina Cortesa, Denise Darcel). The latest arrival (*cover*) wears her Latinity with a difference. Off the screen she is Anne José Bénard, a respectable, highly educated, upper-middle-class French girl of 20. Before the cameras she is Cécile Aubry, the frisky, pert, sugar-and-spice bundle of adolescence who on these pages demonstrates a variety of seaside moods. Cécile made a hit in France in her first film, in which she played an unfortunate Manon whose life of sin comes to an end when she is shot by Arabs and left to be devoured by jackals. American audiences will get their first look at her in a 20th Century-Fox epic called *The Black Rose*, in which, after sundry 13th Century torments, she marries Tyrone Power.

CECILE SWEET romps in the ocean surf and looks as soft and silky as winds of late afternoon will allow.

CONTINUED ON NEXT PAGE

Copyrighted material

The New Hoover®

AERO-DYNE

brings you a new idea in suction cleaning

Here's a cleaner that *is* a cleaner—the exciting new lightweight Hoover AERO-DYNE Cleaner! Lightens, brightens housework with "controlled suction"—most *effective* suction in tank cleaners! The Hoover AERO-DYNE gets clinging surface litter as well as deep-down dirt, with Hoover's new "Litter-Gitter" nozzle. And your hands stay clean—Hoover's exclusive Dirt Ejector simply clicks the dirt out for you. THE HOOVER COMPANY, North Canton, Ohio; Hamilton, Ont., Canada; Perivale, England.

ONLY $7.95 DOWN. *Easy monthly terms. Hoovers are sold only by established local merchants. See your classified phone book. Call now for a home showing (no obligation).*

$79.50 *Including all cleaning tools in handy kit. (Prices slightly higher in Canada.)*

Prices subject to increase without notice

You can see and feel the power of Hoover's "controlled suction."

HOOVER

YOU'LL BE HAPPIER WITH A HOOVER

FIRST SUCCESS WAS AS "MANON"

MANON LIVES a life of passion and recurring danger in the confused days that followed liberation of France. Here she is on a Paris hotel bed comforting her wounded lover who has been badly beaten up in a black market squabble.

MANON DIES of an Arab bullet in the deserts of Israel where she and her lover have fled to escape prosecution for murder. The film, a 20th Century version of the 18th Century classic, *Manon Lescaut*, will be shown in U.S. in fall.

CONTINUED ON PAGE 60

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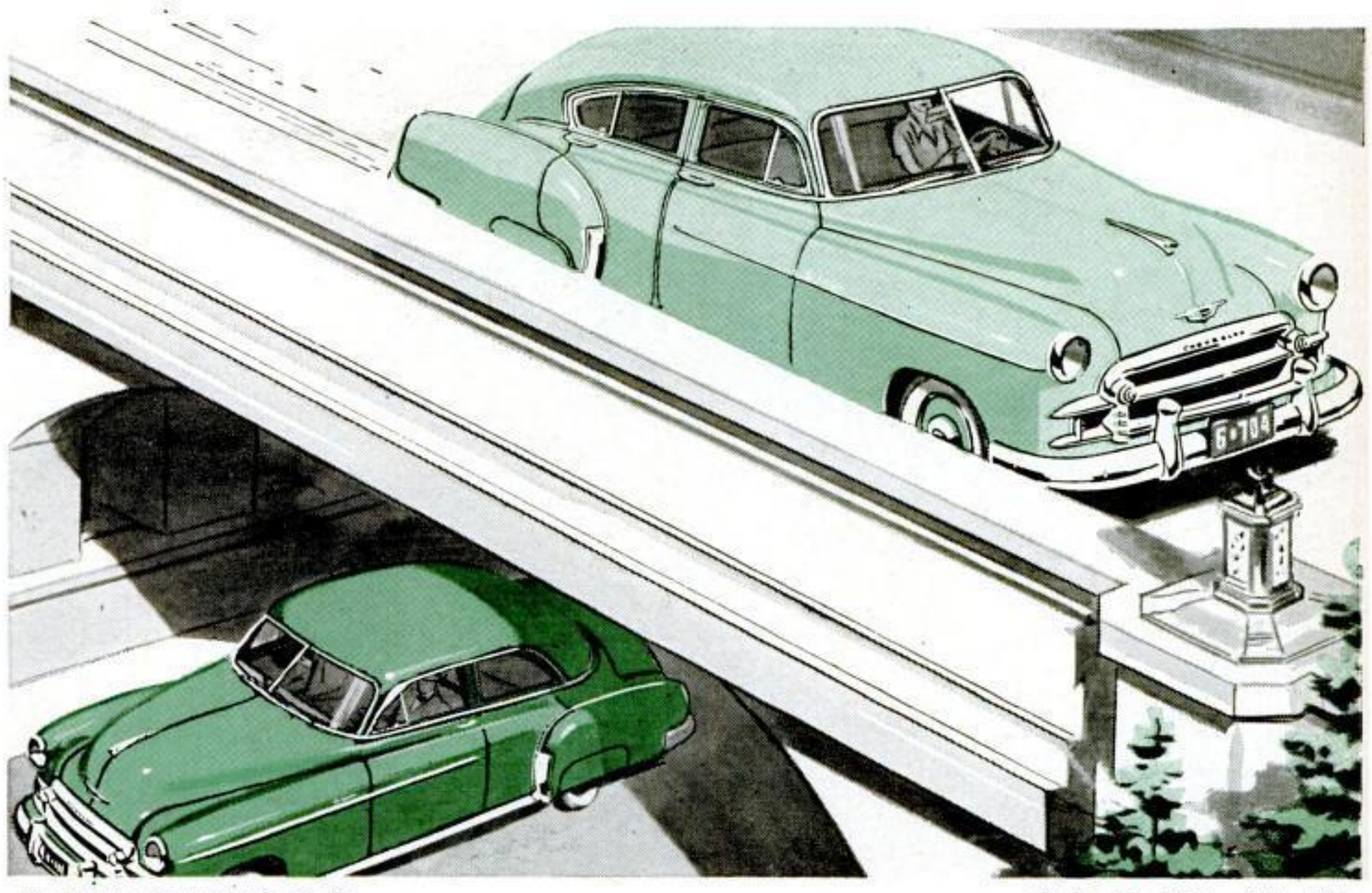
CHEVROLET

First

in powerful, money-saving performance from two great Valve-in-Head Engines

Owners will tell you that the only way to equal Chevrolet performance and economy is to *buy a Chevrolet!* And we believe you'll agree wholeheartedly once you drive this great performer. For here is a combination of smooth, silent, surging power—of getaway and acceleration—of dependability and durability—of long-lasting thrills and thrift—that is unique and therefore individual to this one low-priced car! And you'll find that's true with either of Chevrolet's two great engines . . . for both are *Valve-in-Head* power-plants . . . and Valve-in-Head design is exclusive to Chevrolet in its field!



The Styleline De Luxe 2-Door Sedan

The Fleetline De Luxe 4-Door Sedan

CHEVROLET

and Finest

for No-Shift Driving, or Standard Driving, with Economy

Choose a Chevrolet embodying the sensational new Powerglide Automatic Transmission, teamed with 105-h.p. Valve-in-Head Engine—most *powerful* in Chevrolet's price range—and you'll enjoy the highest degree of smooth, effortless *no-shift* driving at low cost.* Or, on the other hand, you may have the highest degree of *standard* driving-ease at low cost by choosing a Chevrolet embodying the highly improved more powerful standard Valve-in-head engine teamed with Silent Synchro-Mesh Transmission—likewise exclusive to Chevrolet in its field.

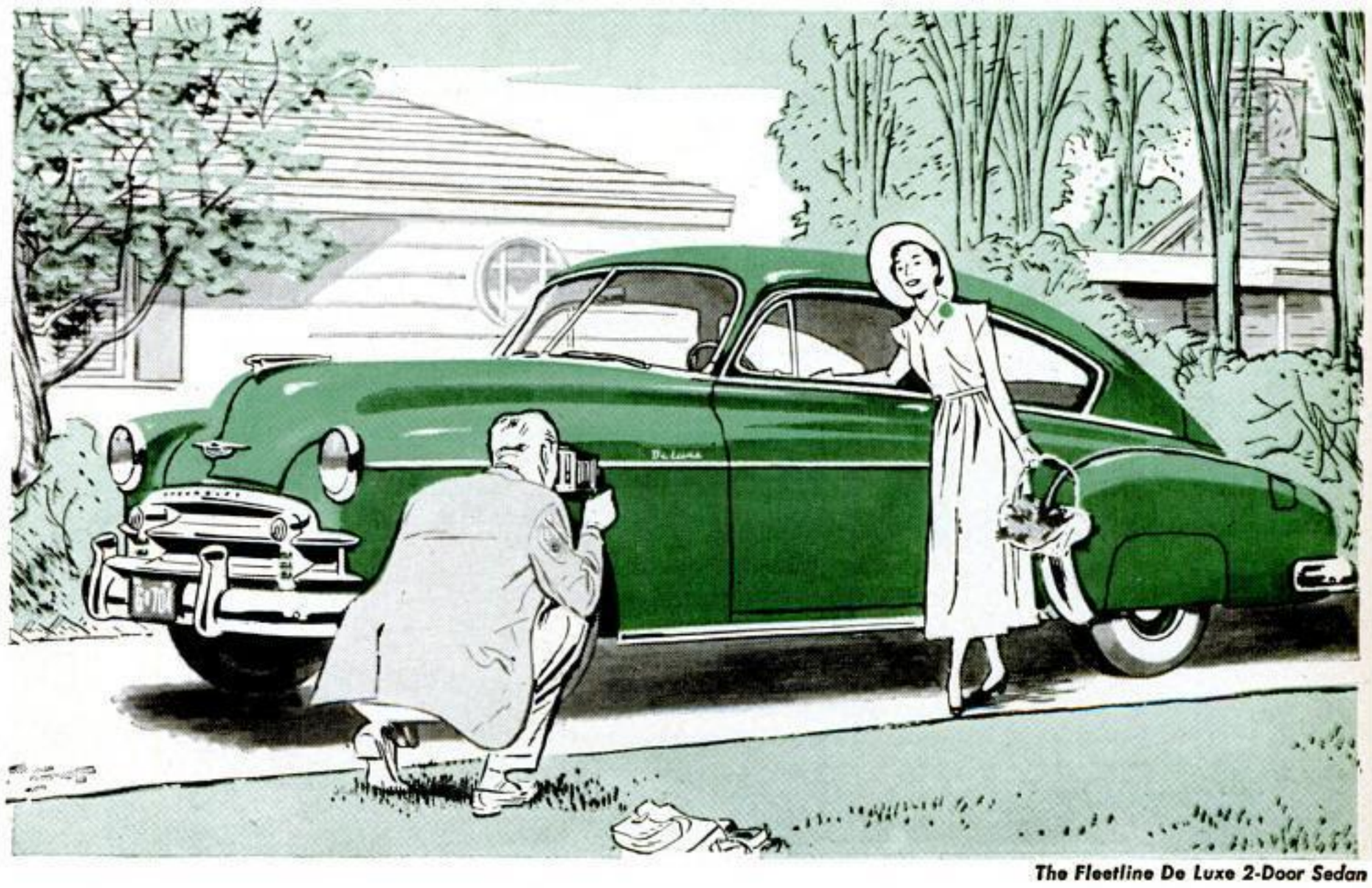
**Combination of Powerglide Automatic Transmission and 105-h.p. Engine optional on De Luxe models at extra cost.*

CHEVROLET

at Lowest Cost

nowhere else such fine-car quality at such low prices

Moreover, America's most popular motor car brings you all these other extra-values found in no other low-priced automobile: Beauty-Leader Bodies by Fisher, with two-tone interiors, setting the standard for styling! Extra-comfortable "five-foot seats," the Unitized Knee-Action Ride, and airplane-type shock absorbers at all four wheels, for greatest riding-ease! And Curved Windshield with Panoramic Visibility and Proved Certi-Safe Hydraulic Brakes for maximum safety protection! All these advantages—plus the fact that Chevrolet offers the *lowest-priced line* of full-length cars in America—tell you to buy Chevrolet . . . *first and finest at lowest cost!*



The Fleetline De Luxe 2-Door Sedan

AMERICA'S BEST SELLER . . . AMERICA'S BEST BUY

CHEVROLET MOTOR DIVISION, *General Motors Corporation,* DETROIT 2, MICHIGAN

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Thrilling moment—and more to come

From the very moment you choose a Reed & Barton pattern for your home, you'll know a continuous thrill of pride and pleasure. There's endless satisfaction in possessing beautiful solid silver.
Of course you want the finest sterling — the loveliest pattern. You can find it in the rich array of exclusive Reed & Barton designs.

REED & BARTON

STERLING MADE BY ONE OF THE WORLD'S LEADING SILVERSMITHS —ESTABLISHED 1824

6-pc. place settings approximately $24.50 to $33, including tax, at leading stores.

Helpful Hostess Hints: For fascinating booklet, "How To Be A Successful Hostess," send 10c to Box 990 LF, Taunton, Mass.

CECILE IRONS dress in hotel room in Marrakech, French Morocco where she acted in *The Black Rose*.

SHE SIGHTSEES with mother in a native quarter of the town during a break in production of the film.

SHE ARRIVES in U.S. with a proposal suggested to her by her efficient press agents: that modern women emulate the Greek Lysistrata, remain chaste till the men stop making wars.

Copyrighted material

Kodak
TRADE-MARK

With your camera handy, you can keep these adorable moments!

Your snapshots tell the story best

A little time brings so many changes in a growing family. Only with snapshots, made *often*, is it possible to remember clearly, month by month.

That's why so many people always keep their cameras handy, together with two or three extra rolls of Kodak Film. The reward is a priceless snapshot record, and extra prints to delight family and friends.

Eastman Kodak Company, Rochester 4, N. Y.

Brownie Hawkeye Camera, $5.50—Simple and reliable, with a modern flourish in design. Negatives, 2¼ x 2¼, make sharp, attractive enlarged prints. Price includes Federal Tax.

Wonderful gift for any occasion—a Kodak or Brownie camera

Tear off this corner as a reminder to get some Kodak Film. Size.....

Nourishing MEAT

IN

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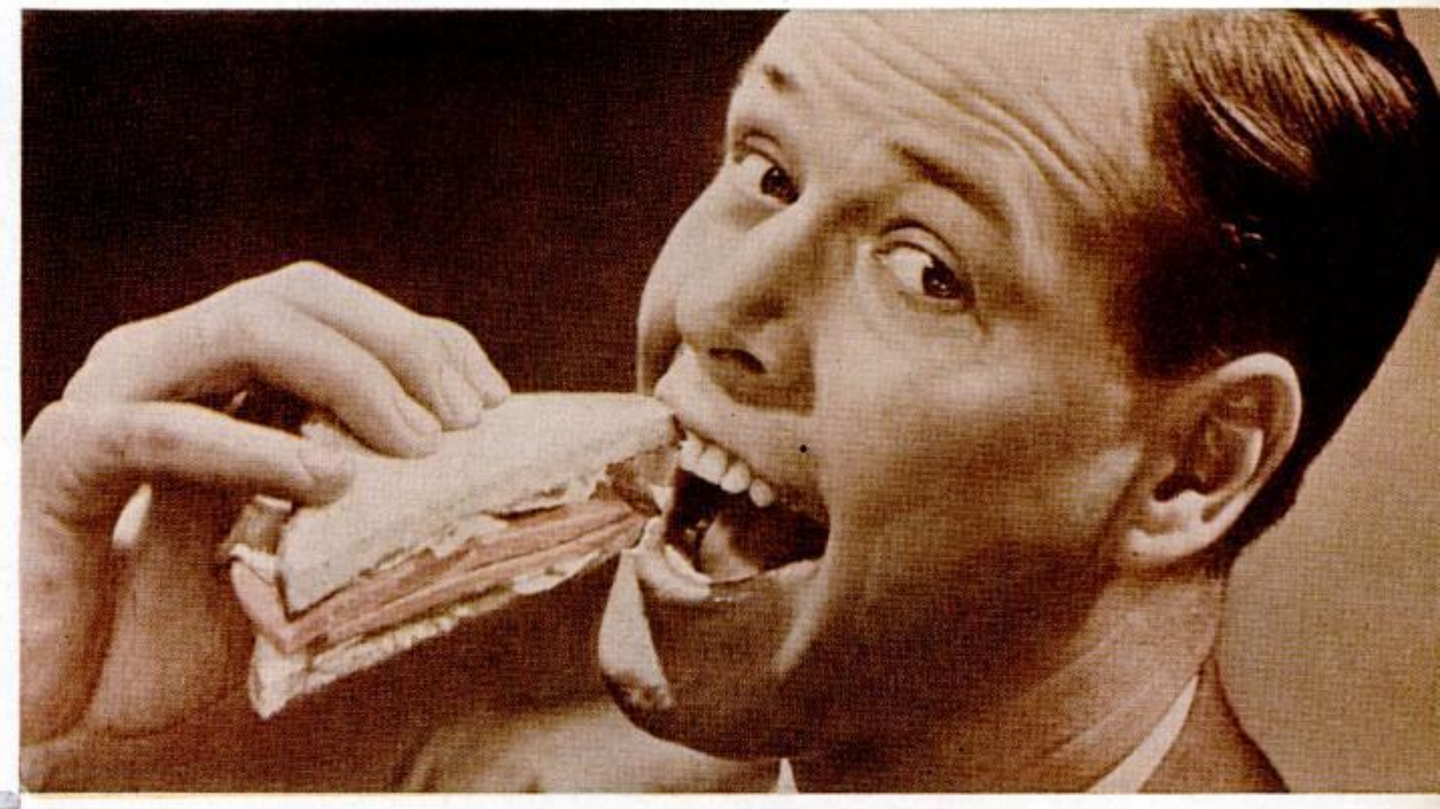
SAUSAGE



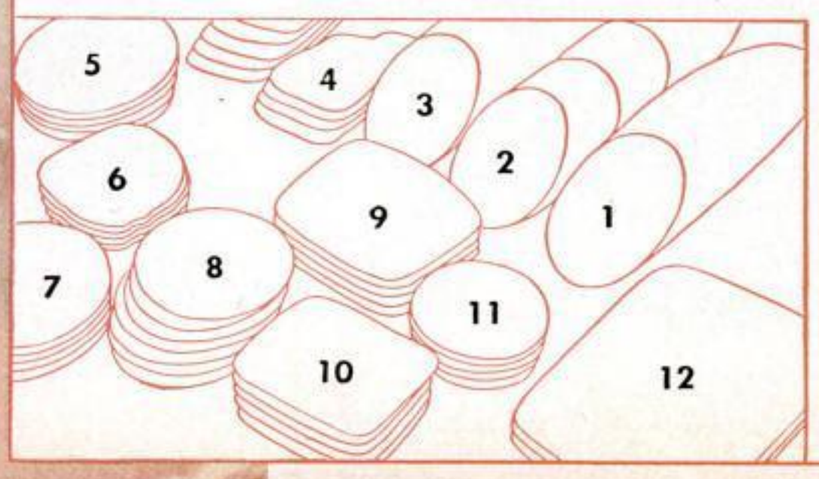
Yes, they're hits on the home plate, hits on the picnic. They perk up appetites when hot weather slows 'em down.

There's more though than just the fun of eating these good-and-easy meats. It's that abundance of *complete,* high-quality protein—the kind that children must have to build the sturdy bodies you want them to have. The kind of protein that repairs and puts ready response into your own muscles.

Whether the thermometer falls to zero or zooms to one hundred, your body's daily need for protein stays the same. That's why you're always right in liking meat.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

GOOD NUMBERS TO KNOW ON YOUR SAUSAGE HIT PARADE:



1. Liver sausage (Braunschweiger)
2. Salami (hard)
3. Thuringer summer sausage
4. Lunch tongue
5. Souse (head cheese)
6. Pressed ham
7. Minced ham
8. Bologna
9. Pickle-pimento loaf
10. Luncheon meat
11. Salami (cooked)
12. Boiled ham

This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

Copyrighted material

"Pull up a chair and a cracker and sample the

NEW BORDEN'S CHEESE SPREADS!"

Enjoy the snappy zip of VERA-SHARP!

Made from finest, sharp, aged American Cheddar, Borden's VERA-SHARP Cheese Spread is richer in flavor, smoother to spread than ever! Take several jars along on every picnic—for snacks, for made-on-the-spot sandwiches, for cheese-burgers!

You never tasted PIMENTO like this!

This one's a rich and delicious blend of Borden's exciting new-formula cream cheese—fresh-flavored and delicate—with plenty of plump red morsels of pimento. A favorite for "tea" sandwiches, with iced drinks, a winner with children, too!

Dip in again for CHEESE 'N BACON!

Who can resist that tantalizing tang? It comes from fine, sharp American Cheddar cheese, blended through with crisp crumbles of broiled bacon. Like it on a cracker? Wait'll you taste it in a *toasted* open sandwich or cheese-dream for a quick summertime lunch!

Here's RELISH you'll relish!

Real old-fashioned pickle relish blended with that heavenly new Borden's Cream Cheese! Adds zest to cold meats and meat sandwiches. And just you taste it, blended with mayonnaise and lemon, on broiled fish or fish salad!

Collect a set of Party Glasses!

You'll find a dozen uses for the handsome, new crystal-clear party glasses that Borden's Cheese Spreads come in!

These stylish glasses are a copy of a popular and costly crystal pattern, with a weighty base for steadiness and good looks! Just-right size for breakfast glasses and children's drinking glasses. Start collecting your set today.

New on the outside! Improved on the inside!
Better than ever for picnics, parties and snacks!

YOU'LL NOTICE a wonderful difference in all nine fine Borden's Cheese Spreads these days!

A new formula makes them richer in flavor, gives them more body and a smooth-spreading texture. Truly, Borden's are the most delicious cheese spreads you can buy!

And they come to you now in crystal-clear party glasses of a new design that you'll be proud to use on your table. New double-sealed caps keep the fine spreads fresh as the day they were made.

And such a delicious variety of flavors! All of them made from Borden's fine cheeses. Look for them at your favorite food store. Sample 'em all and keep your favorites always at hand on your pantry shelf . . .

Vera-Sharp • Smokey • Cheese 'N Bacon Pimento • Relish • Olive Pimento • Pineapple Liederkranz Brand • Blue

Borden's Fine Cheeses

Folks who know cheese say "BORDEN'S, please!"

©The Borden Company

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WITH A REO SALESMAN AT THE REMOTE CONTROLS, THE MOWER DOES FIGURE EIGHTS AND LOOPS ON THE TURF AT MICHIGAN STATE COLLEGE'S STADIUM

LAZY MAN'S MOWER

It can cut a lawn or a figure 8, all by one-watt remote control

Partly to sound out the market and partly because it just sounded like a good lazy-summer-afternoon idea, Chief Engineer Paul Rosenberg of Reo Motors' lawn mower division has for the last 18 months been developing a remote-control lawn mower. It consists of a 25-inch motor-driven blade with a radio receiver controlling a hydraulic mechanism. The transmitter, powered by storage battery, broadcasts a one-watt signal up to 500 yards, enabling a man to sit comfortably in his back yard while his mower whirls around the lawn at 3 mph, making 360° turns when necessary and cutting to within 1¼ inches of obstacles. One obstacle the mower will face if and when marketed is its probable price: around $850. But as an added attraction it will have a snowplow attachment which could permit sidewalk plowing from a blazing hearthside.

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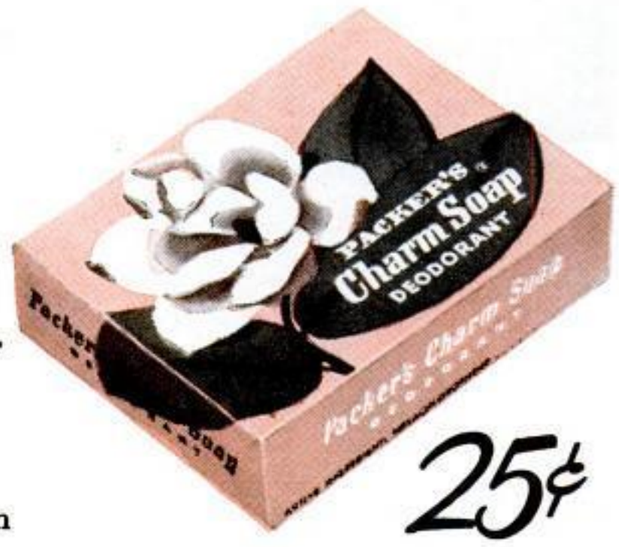
Sure Defense Against Offense

Amazing New

Charm

DEODORANT SOAP



Magic of Hexachlorophene Removes cause of body odor!

Underarm protection alone isn't enough. Your body perspires *all over* . . . all the time. Regular bathing with CHARM gives you absolute protection against social embarrassment due to perspiration odor. BECAUSE—Charm contains *hexachlorophene,* magic ingredient that eliminates skin bacteria which cause body odor. For summer —and year-round protection—get CHARM today.

25¢

BIG, LONG-LASTING FAMILY SIZE

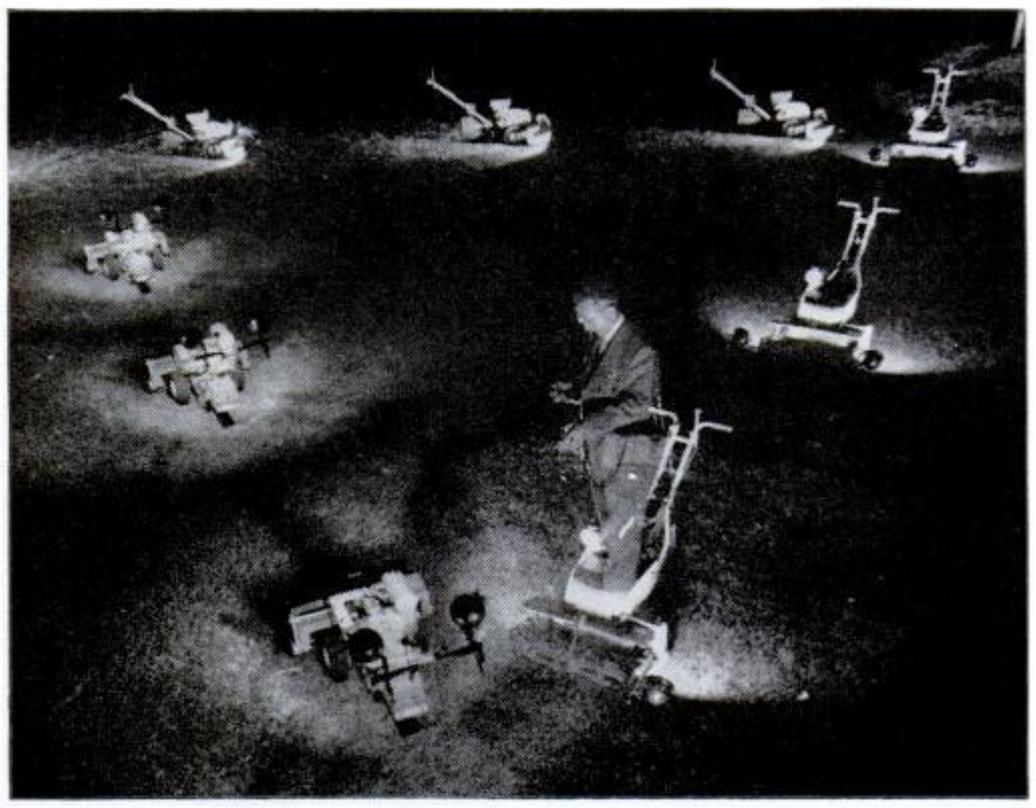
Amazing 2 in 1 Bargain!

To protect you against

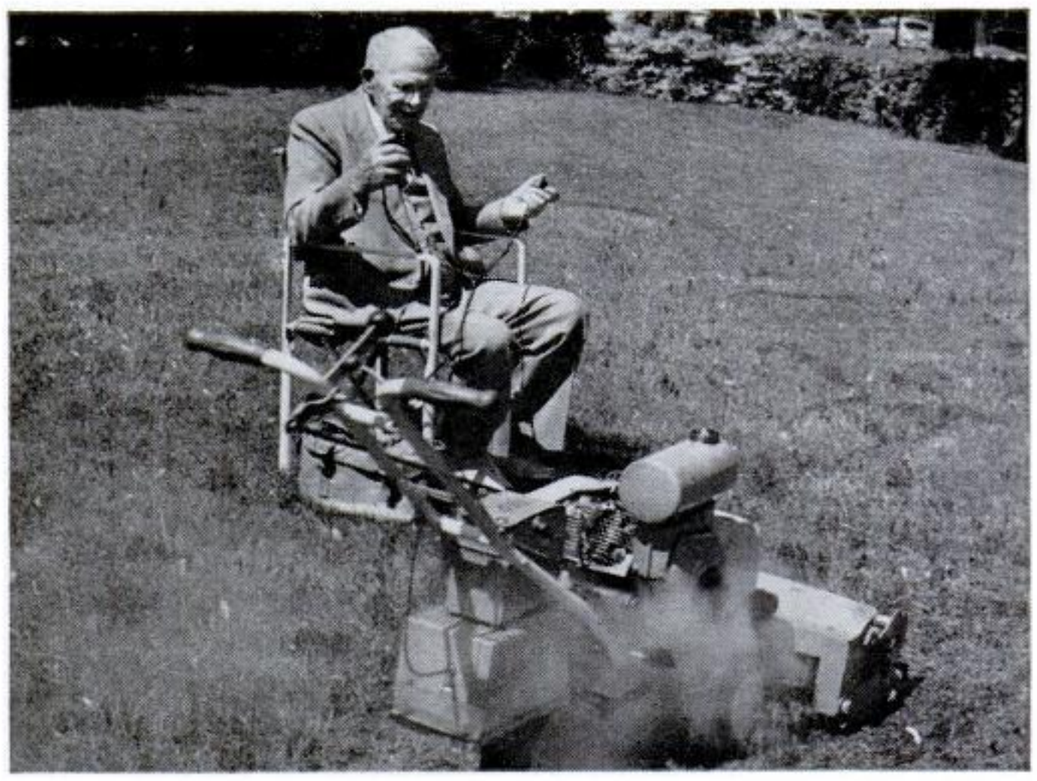
"VACATION HAIR"

Two 60¢ Bottles PACKER'S TAR SHAMPOO ONLY 69¢ . . . VALUE $1.20

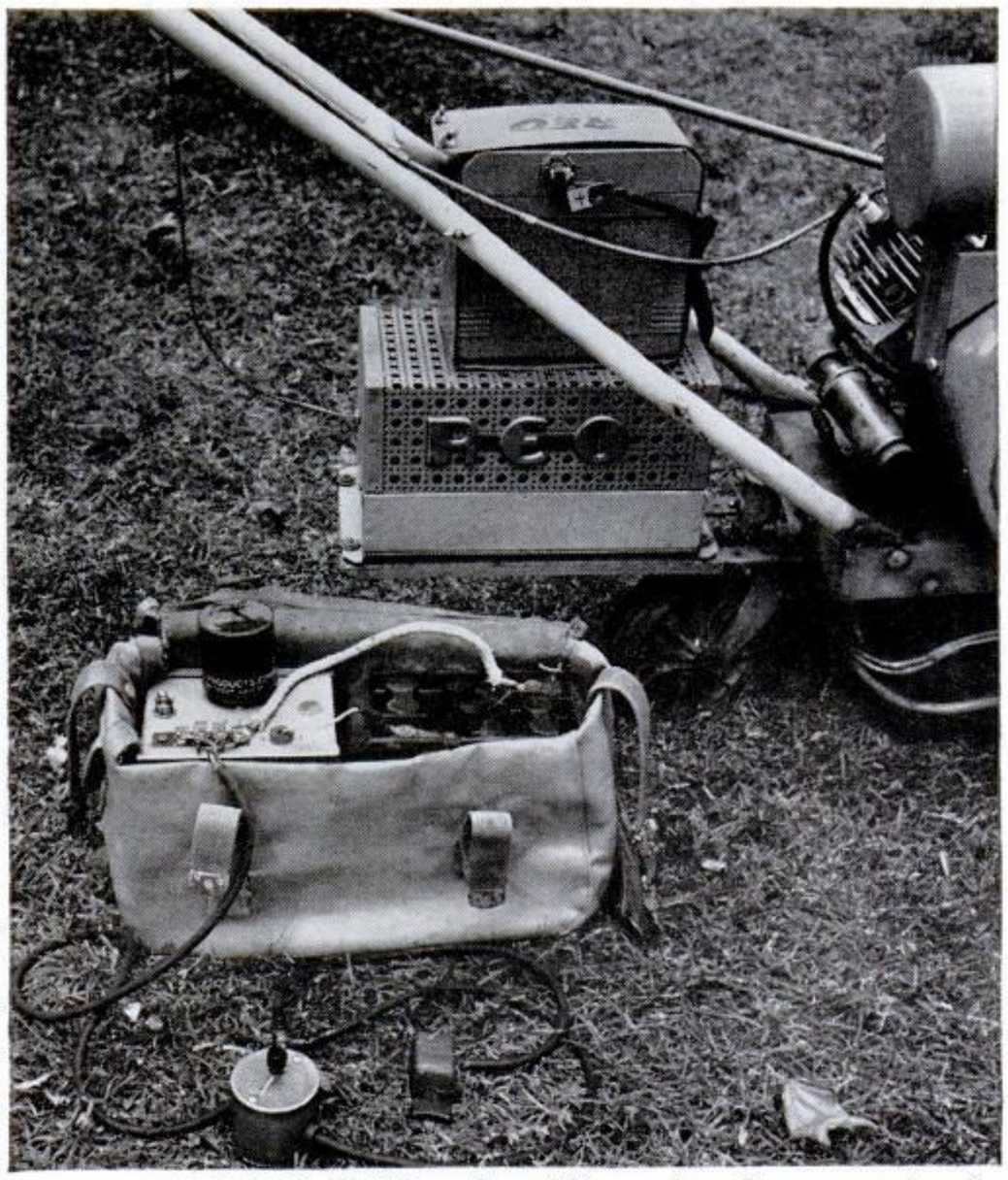
Hot sun and water affect the natural oils so important to healthy hair and scalp. Packer's famous Tar Shampoo guards against harsh, dry scalp, falling hair and dandruff. This special almost half-price offer will be enough for the whole family! Get yours today!



SHARP TURNS of which the Reo mower is capable are shown in this repetitive flash night picture, during which it was sent around a triangular course.



R. E. OLDS, 86 years old, former chairman of Reo, who gave his name to two cars—Reo and Oldsmobile, delightedly tries mower on his lawn in Lansing.



REMOTE CONTROL UNIT consists of 25-pound receiver mounted on the mower, 20-pound transmitter with turn-control knob and start-and-stop key.

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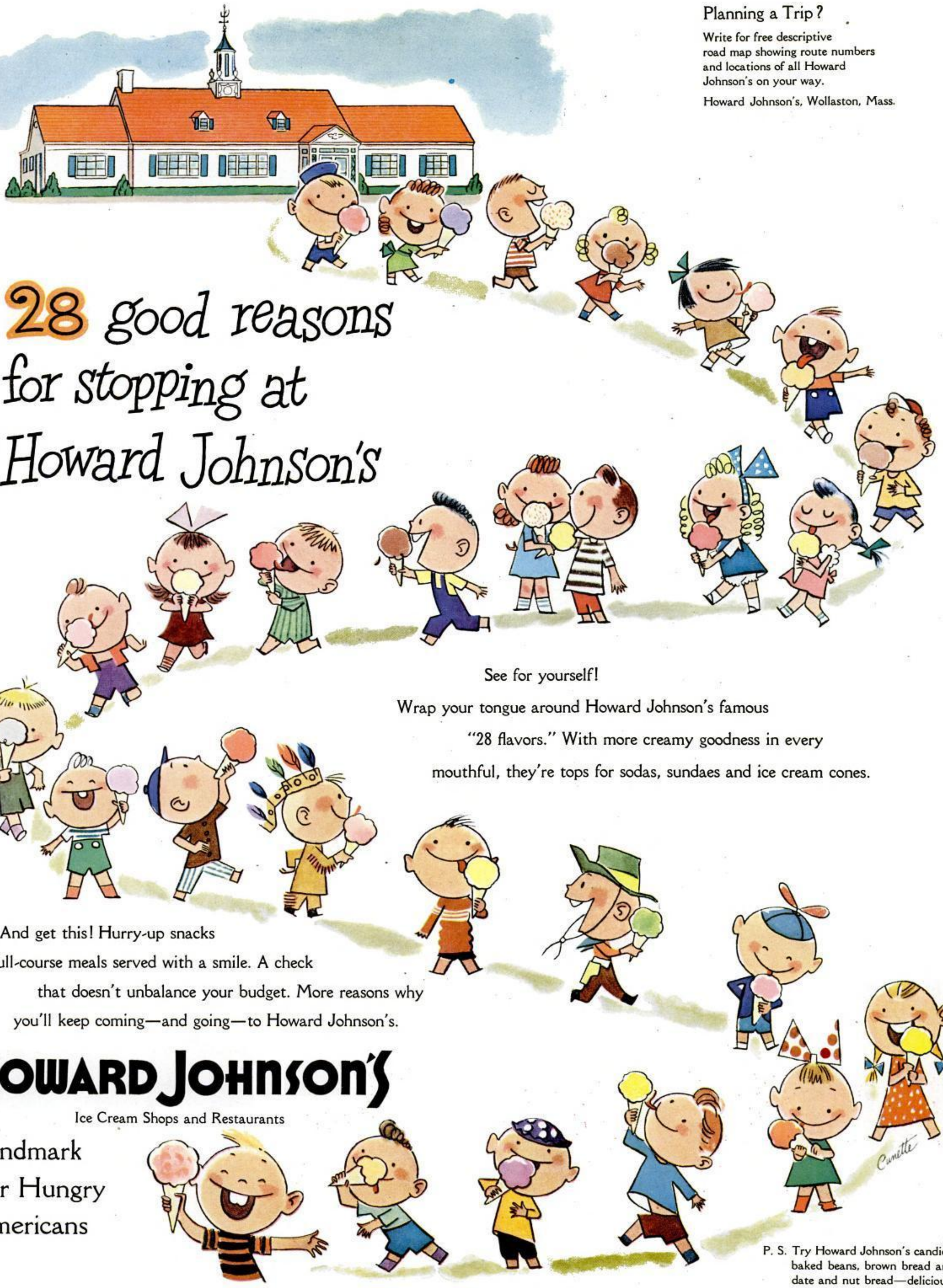

Planning a Trip?

Write for free descriptive road map showing route numbers and locations of all Howard Johnson's on your way.

Howard Johnson's, Wollaston, Mass.

28 good reasons for stopping at Howard Johnson's

See for yourself!

Wrap your tongue around Howard Johnson's famous "28 flavors." With more creamy goodness in every mouthful, they're tops for sodas, sundaes and ice cream cones.

And get this! Hurry-up snacks or full-course meals served with a smile. A check that doesn't unbalance your budget. More reasons why you'll keep coming—and going—to Howard Johnson's.

HOWARD JOHNSON'S

Ice Cream Shops and Restaurants

Landmark For Hungry Americans

P. S. Try Howard Johnson's candies, baked beans, brown bread and date and nut bread—delicious!

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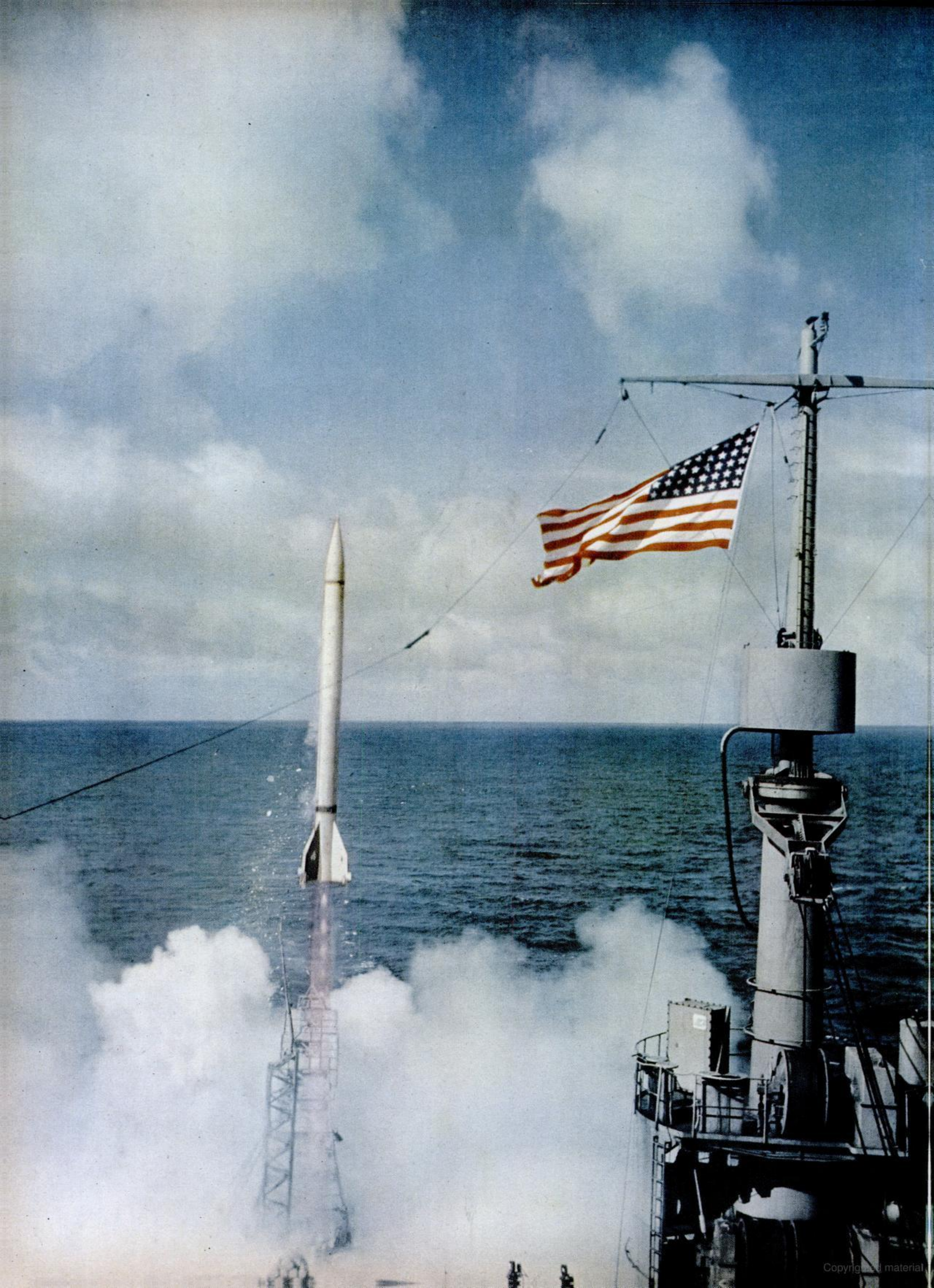

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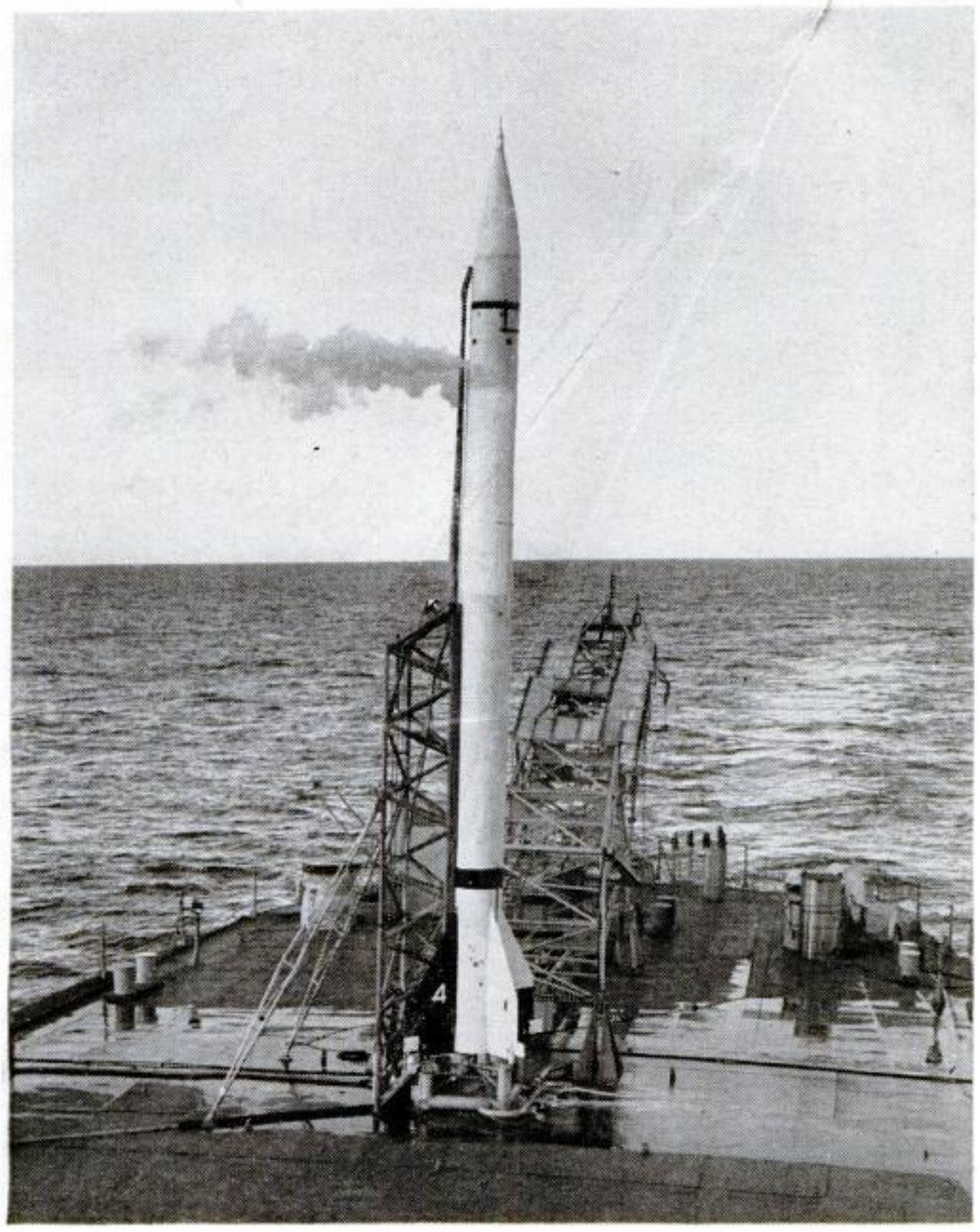


BEFORE TAKE-OFF EXCESS OXYGEN IS "BLED OFF" THROUGH VENT IN SIDE

SEAGOING ROCKET

Viking rises 106 miles from the deck of a ship

Last month, on the Pacific equator, the U.S.S. *Norton Sound* launched the most formidable missile ever fired from a ship at sea: a 50-foot, 5½-ton Viking rocket. The huge projectile rose slowly out of a swirling cloud of flame and steam, shaking off the heavy frost condensed on its sides by the subzero cold of the liquid oxygen it carried to burn its alcohol (*opposite page*). In 30 seconds the Viking was only a speck of flame in the clear sky. At the end of 74 seconds, when its fuel ran out, it was climbing at 3,500 mph and had sufficient momentum to coast vertically to a height of 106.4 miles—a record for single-stage American rockets and a close second to the 114-mile altitude reached by the much bulkier German V-2. During the Viking's flight a battery of instruments packed into its war head radioed back 50 kinds of data, some about the rocket's performance, some about cosmic-ray activity and the upper atmosphere. Since the announced purpose of the launching was to obtain such information, the scientists aboard had reason to be pleased. The Navy members of the expedition were happy too: they had proved for the first time that big rockets, capable of carrying A-bombs several hundred miles, could be launched from the deck of a ship.

SEAPLANE TENDER "NORTON SOUND" CARRIES ROCKET ON OPEN AFTERDECK

← AS ROCKET RISES, VISIBLE SHOCK WAVES FORM IN ITS JET

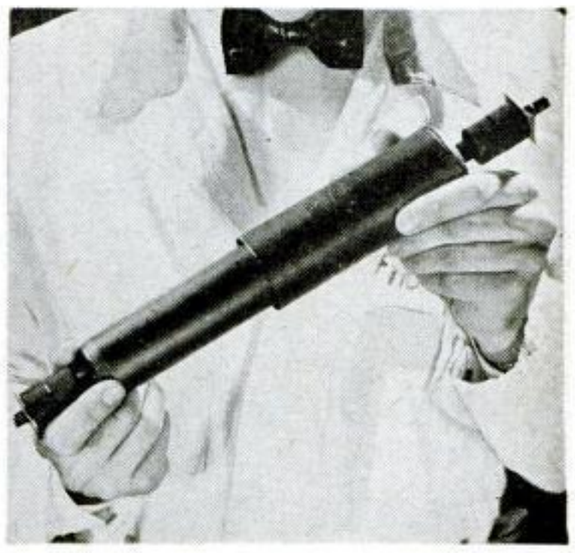
CONTINUED ON NEXT PAGE

"THEY KEEP YOUR FORD ALL FORD"

I WONDER HOW MANY FORD OWNERS KNOW WHAT I LEARNED TODAY.

I WAS TALKING TO MY MECHANIC ABOUT THE FINE CARE HE'S BEEN GIVING MY FORD AND DISCOVERED A BIG REASON WHY.

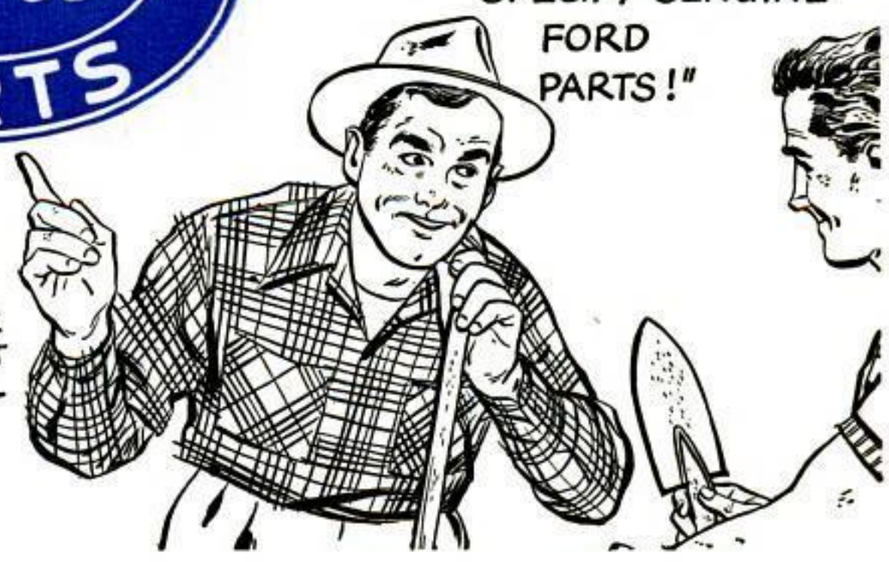
HE TOLD ME HE ALWAYS USES GENUINE FORD PARTS BECAUSE THEY'RE EXACT DUPLICATES OF THE PARTS IN MY CAR.



"THEY'RE MADE RIGHT TO FIT RIGHT TO LAST LONGER," HE TOLD ME "THEY KEEP YOUR FORD ALL FORD."

GENUINE Ford PARTS

"IF ALL FORD OWNERS KNEW HOW MUCH TIME, MONEY AND SATISFACTION THEY GAIN — THEN THEY'D ALWAYS SPECIFY GENUINE FORD PARTS!"



AVAILABLE WHEREVER YOU SEE THIS SIGN AT ALL FORD DEALERS — AND SELECTED INDEPENDENT GARAGES

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Ray-Ban® SUNGLASSES

THE FINEST
GLARE PROTECTION
MONEY CAN BUY

Shield your eyes

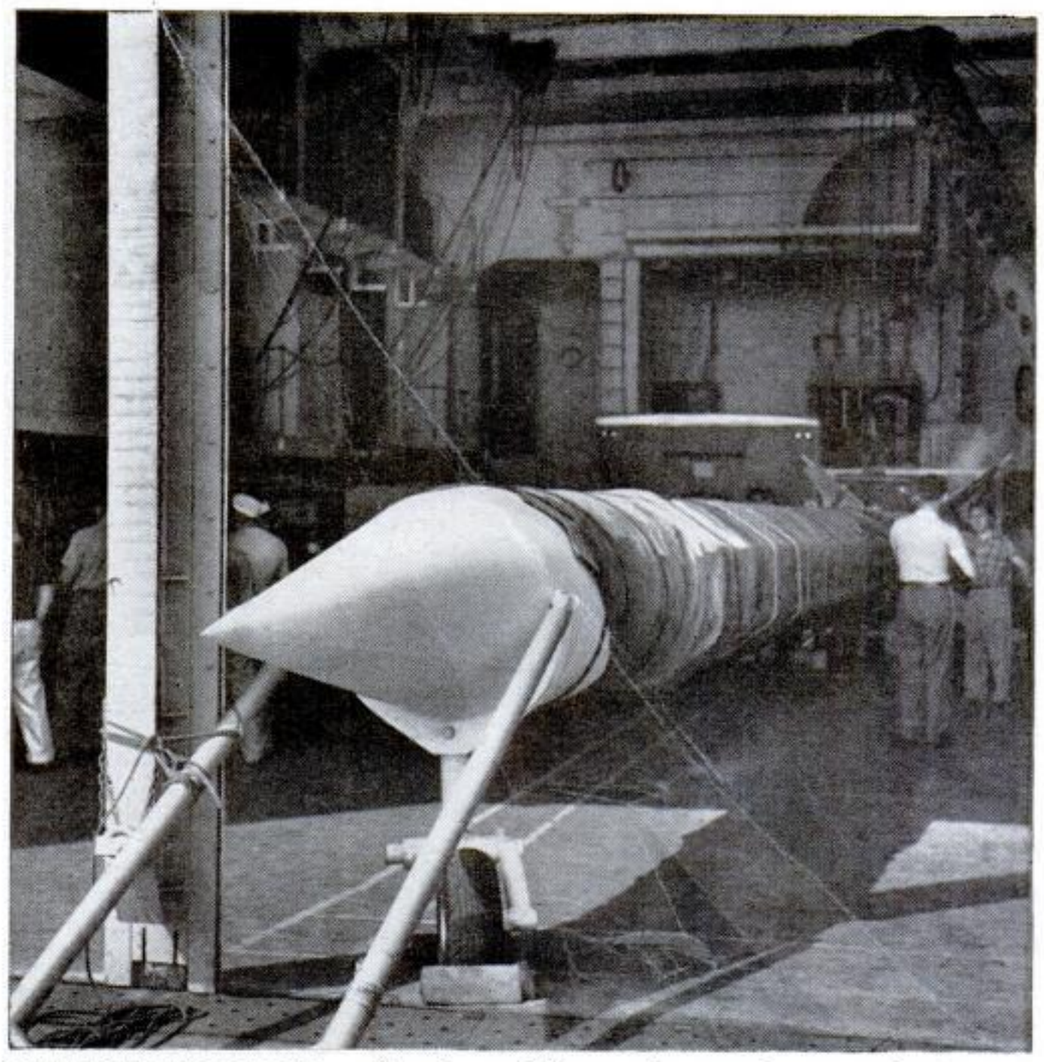
from the burning sun

Anywhere under the sun, your eyes are exposed to the ravages of harsh glare. Ray-Ban Sun Glasses provide safe, scientific glare protection for delicate eye tissues. They admit useful light and filter out invisible, and potentially harmful, radiations. Available in your prescription.

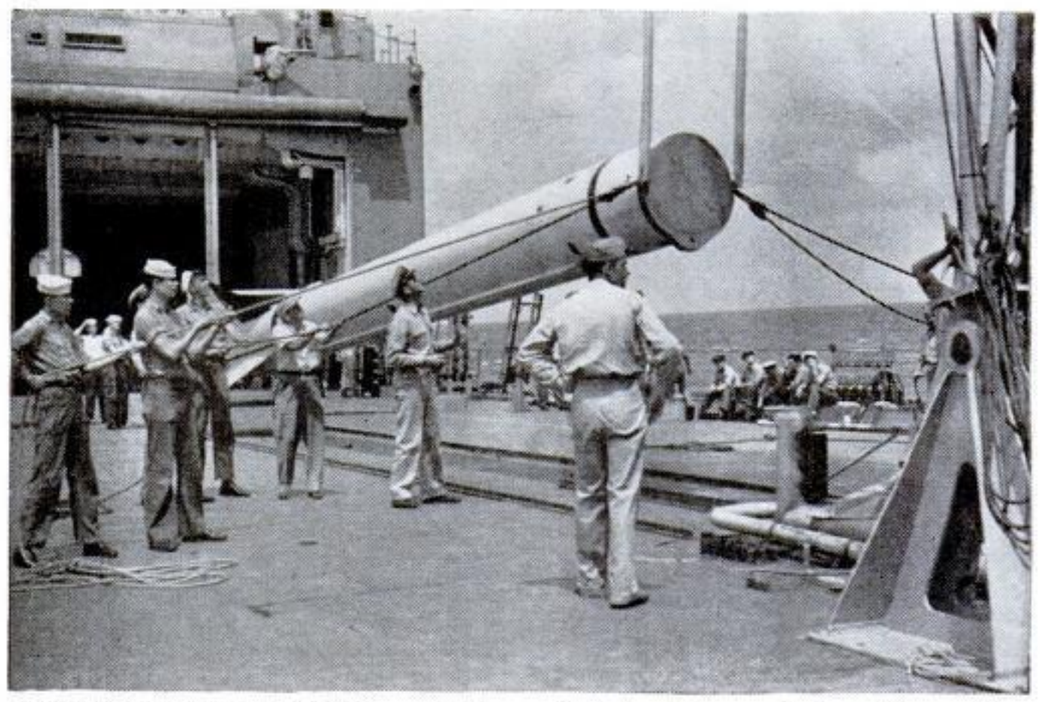
Choose Ray-Ban Sun Glasses . . . the finest glare protection money can buy!

BAUSCH & LOMB Ray-Ban®

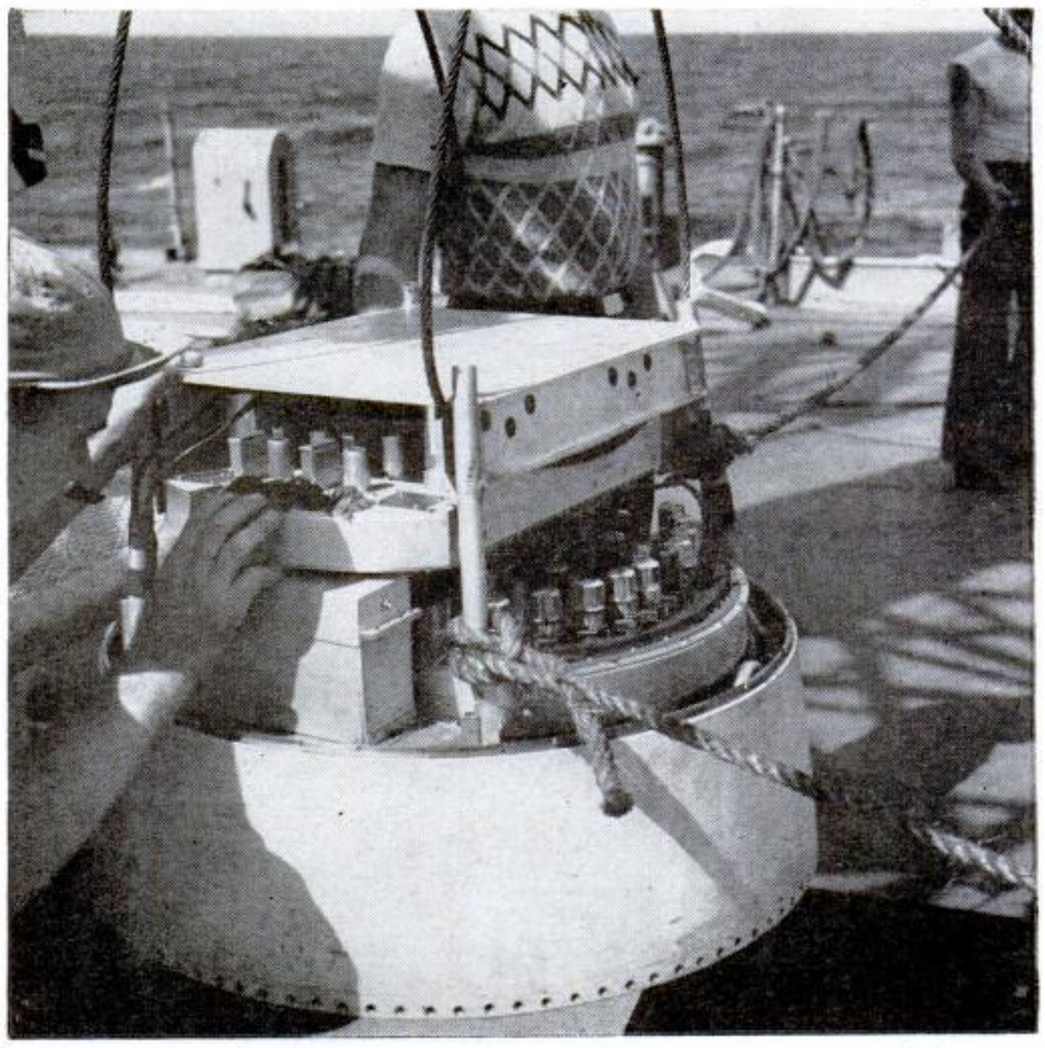
THE Most Distinguished Name IN SUNGLASSES



ON HANGAR DECK, ordinarily used for stowing seaplanes, rocket lies secured in cradle. This was fourth Viking built and the first to be launched at sea.



ON LAUNCHING DECK rocket is gently hoisted to vertical position so that it can be fueled for launching. Head has been removed for instrument check.



IN ROCKET'S HEAD are packed 900 pounds of instruments including 300 vacuum tubes and 48 Geiger counters. Neither rocket nor head was recovered.

Copyrighted material

everything you ever wanted!

NYLON... and what it takes!

what man wouldn't go wild... beautiful things like this rising from the sea all summer long... all caused by the phenomenal Jantzen sleeking technique, magic bras, finest fast-drying, figure-molding nylons! This girl's suit in nylon and laton fits with expression, has dreamy decolletage and a long zipper to plunge it, 15.95. A man has a right to go wild about these perfect Jantzen swim-or-sun boxers in finest Traford 100% nylon 5.95... along with other marvelous Jantzens... at most stores!

matching Jantzen swim caps in stunning pastels 1.00

®

Jantzen

® Lastex-powered

figuremaker

swim suits

JANTZEN KNITTING MILLS, INC., PORTLAND 14, OREGON

Copyrighted material

Best Route of All

The Friendly Service

Best Way to Keep Your Car in Shape— Get

Mobil Care

For Engine, Radiator, Gears and Chassis!

Every 1,000 miles have your Mobilgas dealer drain crankcase — refill with clean, fresh Mobiloil. It's *anti-acid, detergent,* has *high V.I.* Yes, its *triple-action* gives you instant lubrication, full protection, maximum economy!

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Have tires checked for cuts, bruises, proper inflation — replaced if necessary with long-mileage Mobil *Deluxe Cushions*. Ask about Mobil Batteries, too. They're both guaranteed by the makers of Mobilgas!

Fill up with *continually new* Mobilgas Special. It's unexcelled for all 'round premium quality . . . designed to give you maximum car power. Test it for yourself today — at the Sign of Friendly Service!

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— Your Suntan foundation and powder all-in-one!

Heavenly mid-summer shade of **Angel Face** by Pond's

Never shiny . . . never greasy! A Bronze Angel Face never registers the heat . . . or the humidity. Not a cake make-up, not a greasy foundation! This completely different make-up gives the newest suntanned look—mat-smooth, golden . . . *cool!*

So easy to apply! Pond's Angel Face is actually foundation and powder blended *together*. No watery sponge. No greasy fingertips. No spilly powder. Your Bronze Angel Face smooths on with a *puff* and *stays on*—much longer than powder!

Carry your suntan in your pocket, your beach bag, your suitcase. Pond's Angel Face is made for travel! Can't spill, can't "sift," can't leak! It's a wonderful little space-saver. Bronze Angel Face is your summer make-up—*complete!*

BRONZE ANGEL FOR SUMMER—5 OTHER YEAR-ROUND GLAMOUR SHADES—WITH PUFF, 89¢ PLUS TAX

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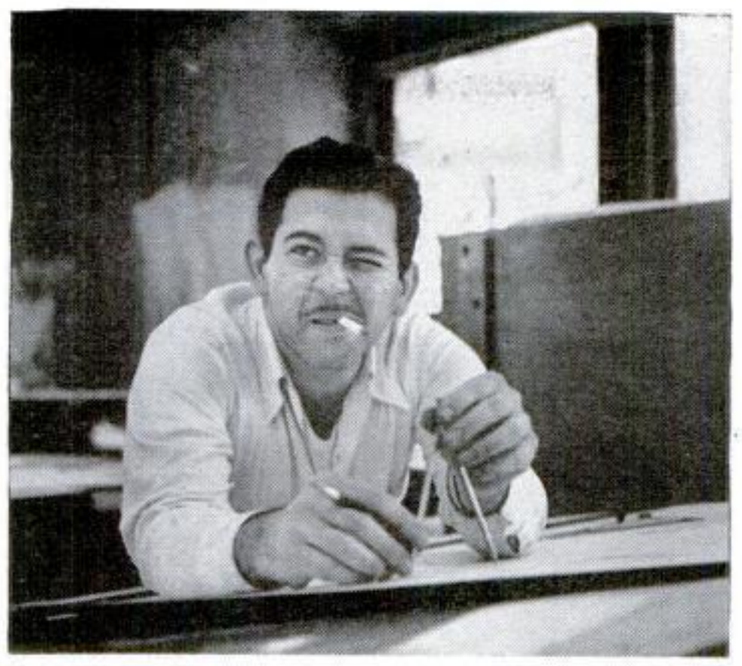
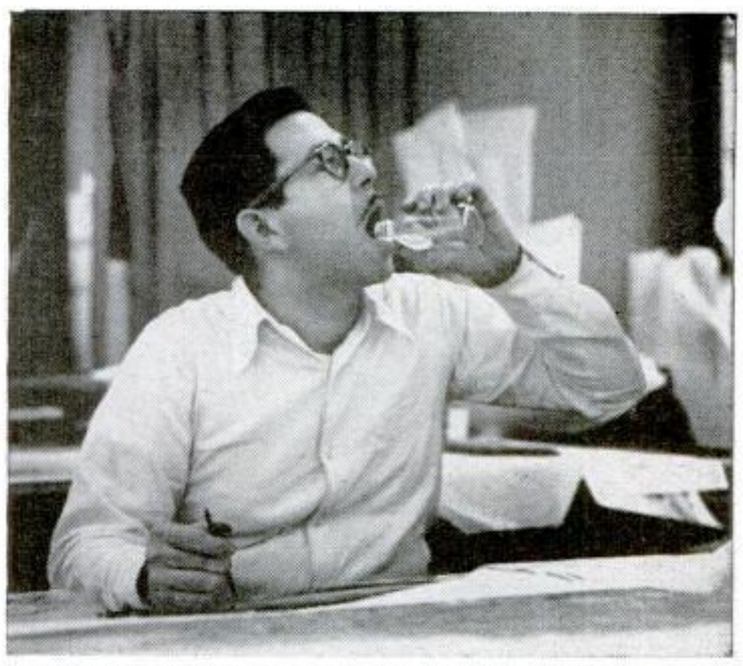

STRUGGLING TO FINISH HIS DRAWING, VICTOR MORAN BITES ON BRUSH, SQUINTS AT THE LIGHT AND GULPS FROM BOTTLE OF HOMEMADE "NERVE TONIC"

ARCHITECTS' ORDEAL

Graduating students at Columbia University hold all-night "charrette" to complete their drawings

It is a tradition among architects that a man has not really joined the profession until he has stayed up all night to complete an assignment. The all-night session is called a *charrette*, after the pushcart used in Paris to trundle students' last-minute drawings off to school.

At the Columbia University School of Architecture last month 22 seniors went through their end-of-the-year *charrette*. Faced with a Saturday noon deadline, when all their plans and drawings had to be finished if they were to graduate, they began a mass work session early Friday morning. They could have finished earlier, but their tough schedule forced them into the last-minute rush. With the aid of younger students who helped them with their drawings, they raced for 30 hours against the deadline. Despite the stimulation of coffee, Benzedrine and a midnight snack served by faculty members and their wives, some of the weary students fell asleep. But when the *charrette* ended, all the drawings were finished and the graduates had a strong taste of the kind of pressure they would often work under later as practicing architects.

AT 3 A.M., NINE HOURS BEFORE DEADLINE, EDWIN BERGESON, A THIRD-YEAR MAN WHO WAS HELPING ONE OF THE SENIORS, FALLS ASLEEP IN STUDENT LOUNGE

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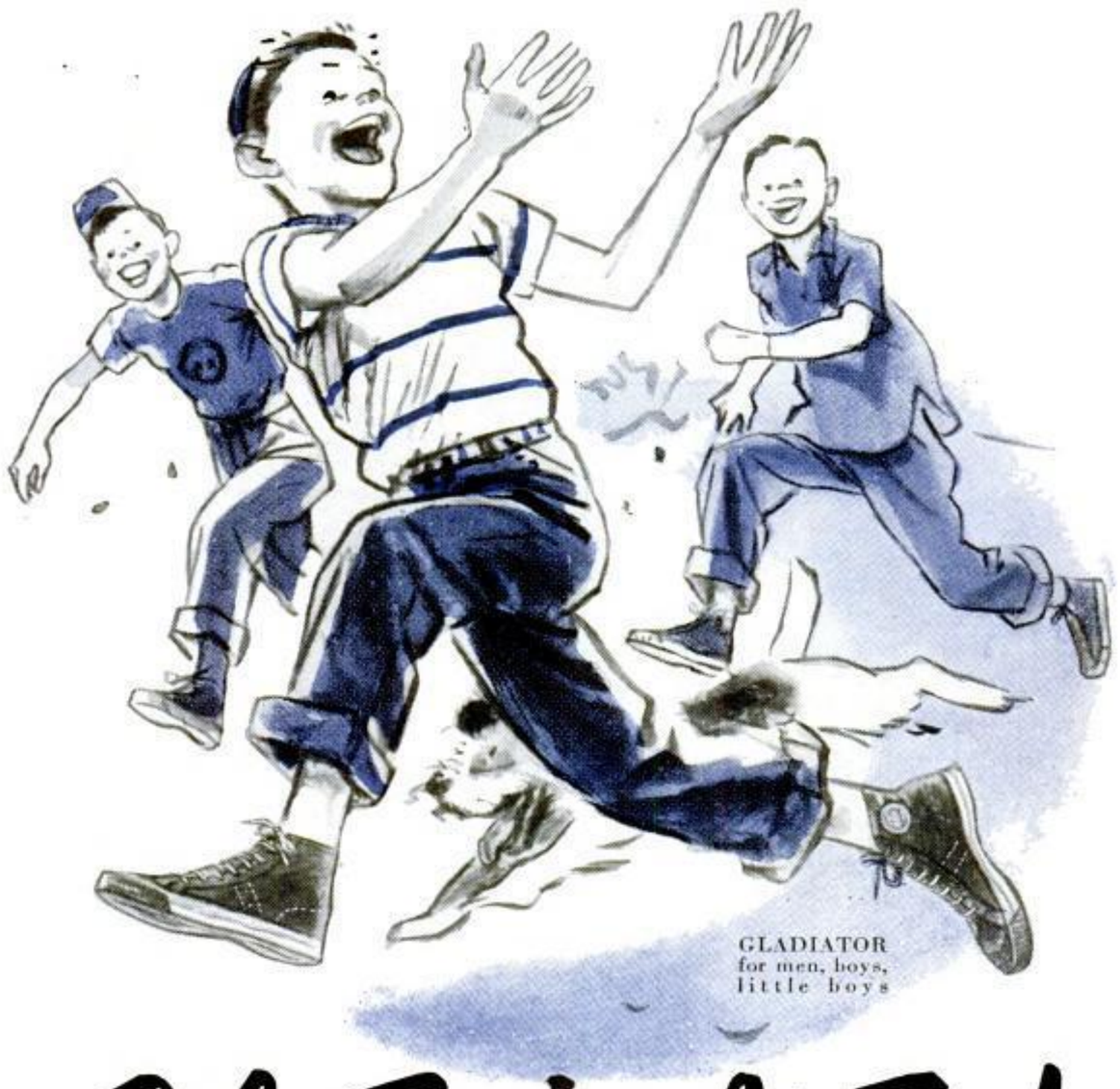

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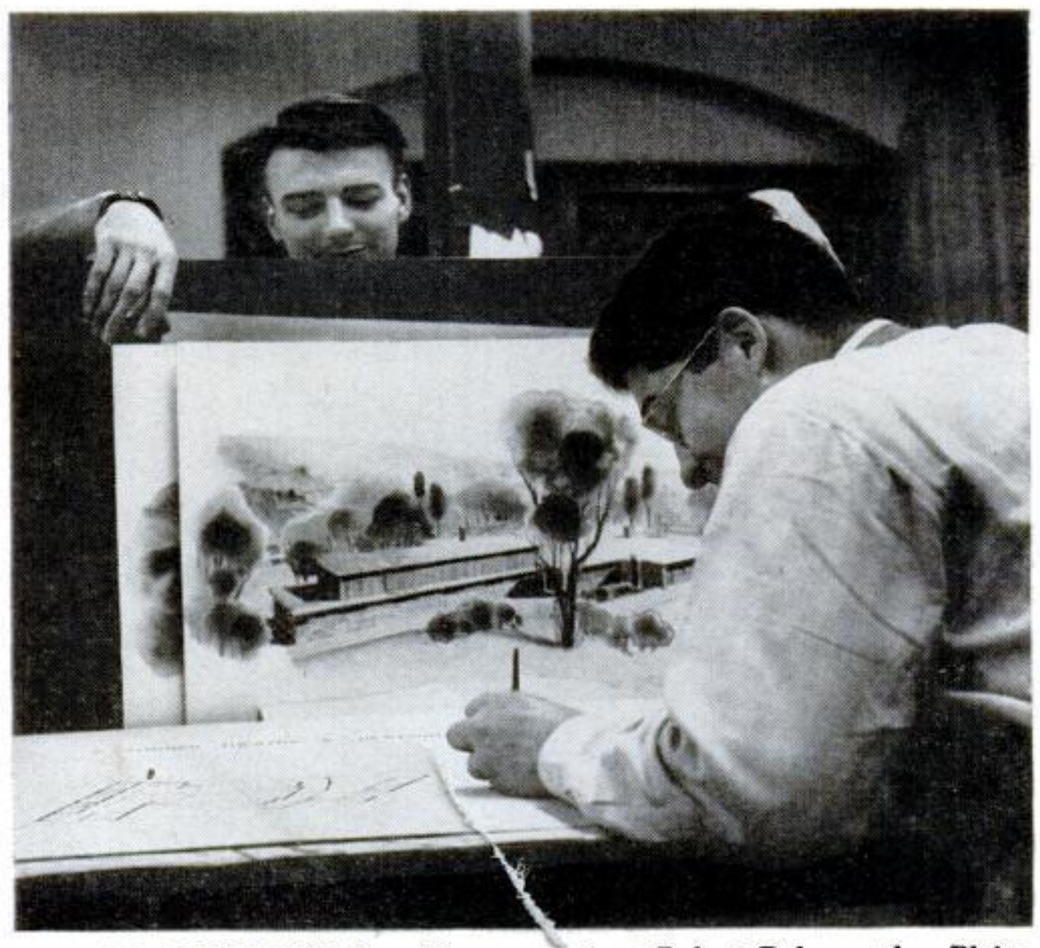
STRADDLING WORK, helper Marian Holland takes off her shoes to draw. Leopard cap belongs to another student, was passed around during the night.

WORKROOM is crammed during the day with students bent over drawing boards. They stayed here all night except when out for a short nap or coffee.



TAKING TIME OUT from his own project, Robert Daly watches Blaine Rawdon, a second-year man, work on another student's drawing of resort hotel.

CONTINUED ON PAGE 79

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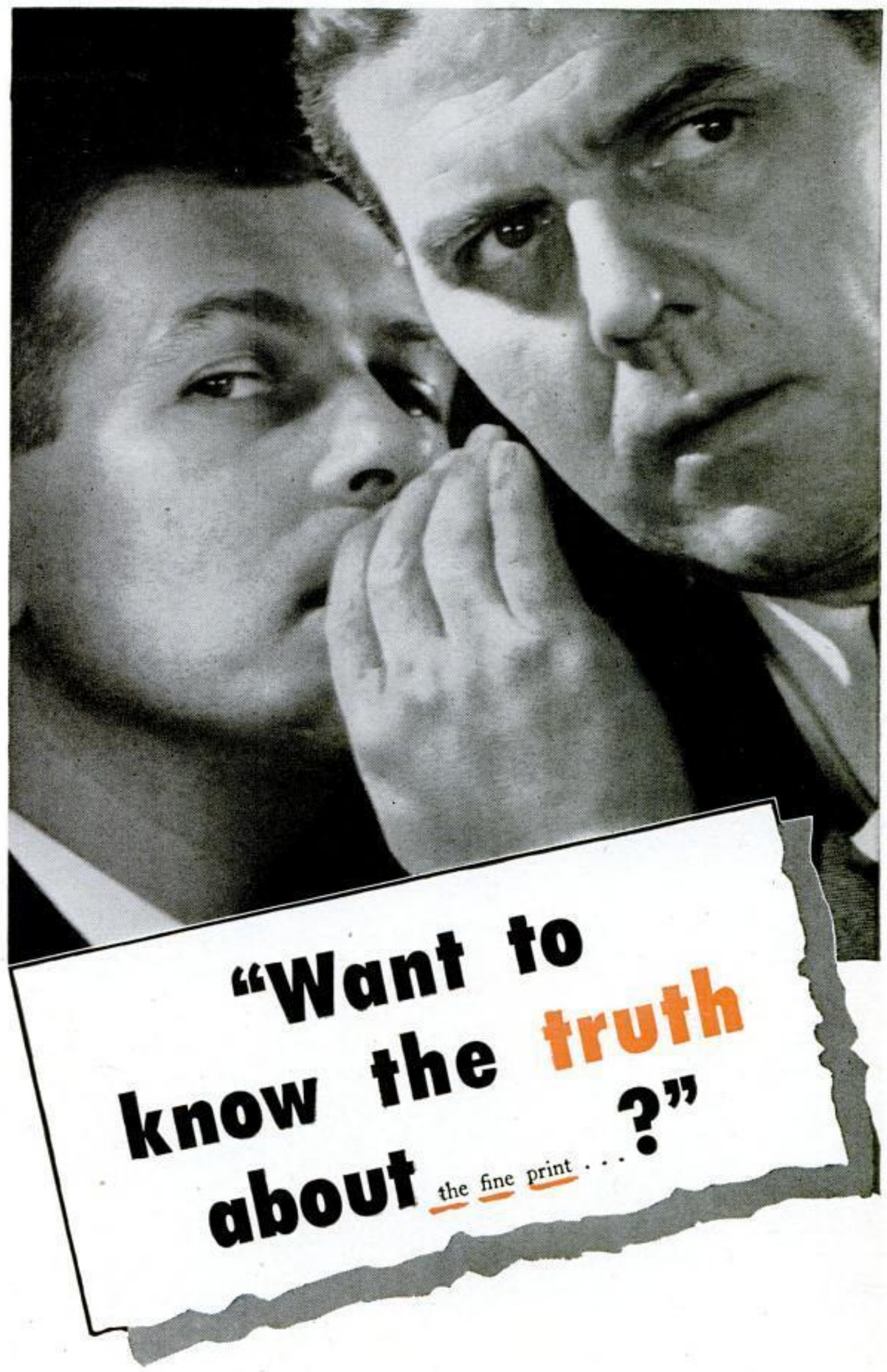
SLEEPY STUDENT, Champion Nesbitt, gets dose of drops from Joe Burgun to relieve eyestrain. A top student, Nesbitt won scholarship to study in Rome.

SLEEPY ATTENDANT waits for session to end. She served tea, helped keep wastebaskets empty and ran elevator which took students down for breakfast.

JUST BEFORE DEADLINE at noon Alan Ballou races downstairs to the dean's office with his finished drawings of a hypothetical community center.



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But do you know that in most states a Standard Fire Insurance Policy is in use . . . a policy adopted by the legislatures of those states only after review by state insurance departments and the insurance companies—to make certain that all provisions are in the public interest?

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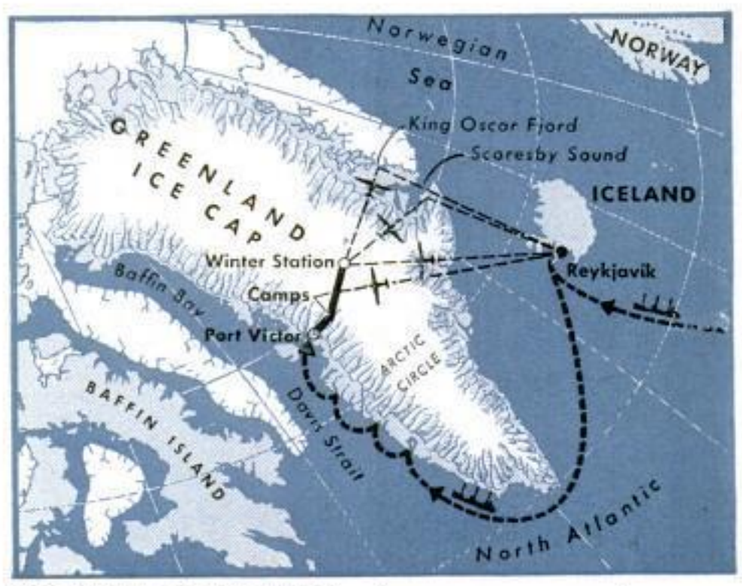
WALKING ALONG BANK OF RIVER BED CUT INTO CAP'S CRUST BY WATER FROM MELTED SNOW, EXPLORERS LOOK FOR A PLACE TO CROSS THE 30-FOOT DEEP CREVASSE

On the Great Icecap

SCIENTISTS PROBE GREENLAND'S FROZEN CENTER

Covering almost all of the huge island of Greenland is a cake of ice over twice the size of Texas and a mile thick, held in place by a ring of coastal mountains that form a natural bowl. Each year the heavy snows pile onto the surface in the middle of the icecap and press the snow from previous years into a rock-hard frozen mass. Only near the outer edges does the great cap ever thaw.

This huge block of supercooled ice affects the rest of the world much as an open-doored refrigerator affects a room in which it stands. Scientists have long suspected that Greenland's icecap manufactures much of the bad weather that sweeps over Europe and perhaps over the entire Northern Hemisphere. But to verify this theory, they needed daily on-the-spot reports of icecap weather conditions. To get them, Arctic Explorer Paul Emile Victor, with French government backing, organized a scientific expedition and set out to establish a year-round observation post at the center of the inland ice. Only one other party, composed of five men who ventured onto the cap by dog sled in 1930, had ever before set up an over-winter camp at the icecap's center. Of the five, two froze to death on the way out, and a third was crippled for life by the terrible cold.



EXPEDITION ROUTE is shown on perspective map. From Port Victor to central camp is 270 miles. Planes flying in extra supplies made coastal surveys on way out.

For his carefully planned expedition Victor enlisted 35 specialists—physicists, meteorologists, radiomen, navigators, glaciologists, mechanics and photographers—and trained them for months in the Alps. Early in the spring of 1949 a Norwegian freighter carried them up ice-packed Davis Strait (*map, left*) and after a few exploratory stops dropped them at the point where the glacier-eroded coastal mountains are lowest and easiest to cross. The men named this jump-off spot Port Victor after their leader. Then, using U.S. Army surplus Weasels instead of dog teams, the party started the dangerous climb up the mountainside to reach the wind-swept ice plateau. The color photographs on the following pages, taken by the members of the expedition, show how they succeeded in crossing the barren icecap and constructing an elaborate weather station beneath its surface despite surprise blizzards, falls through the ice and the blinding glare of the 24-hour sun.

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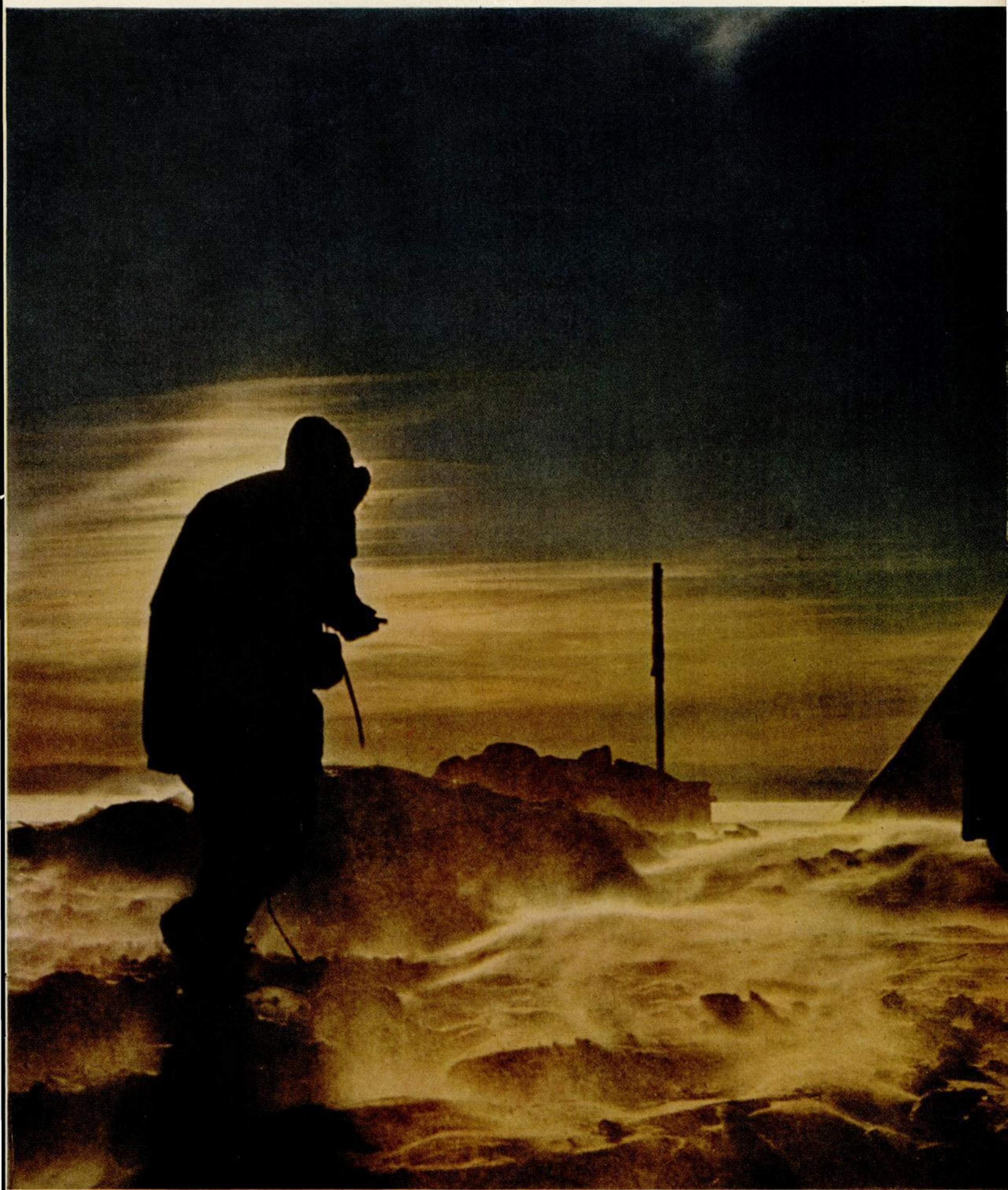

SUDDEN WINDSTORM—a 60-mph burst—kicks up the snow and sends it whistling through party's campsite near edge of main icecap. Making for cover of pyramidal tent, man can hardly walk against wind. Dark shapes on horizon that look like a string of mountains are really low-flying snow clouds hugging icecap.

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IN THE MIDNIGHT SUN three Weasel trains roll eastward toward the center of main icecap. Man on foot is setting empty fuel can in snow as a marker for other Weasels. The long shadows stretch to the south, produced by the low Arctic sun, which at night shines across the North Pole, 1,325 miles away.

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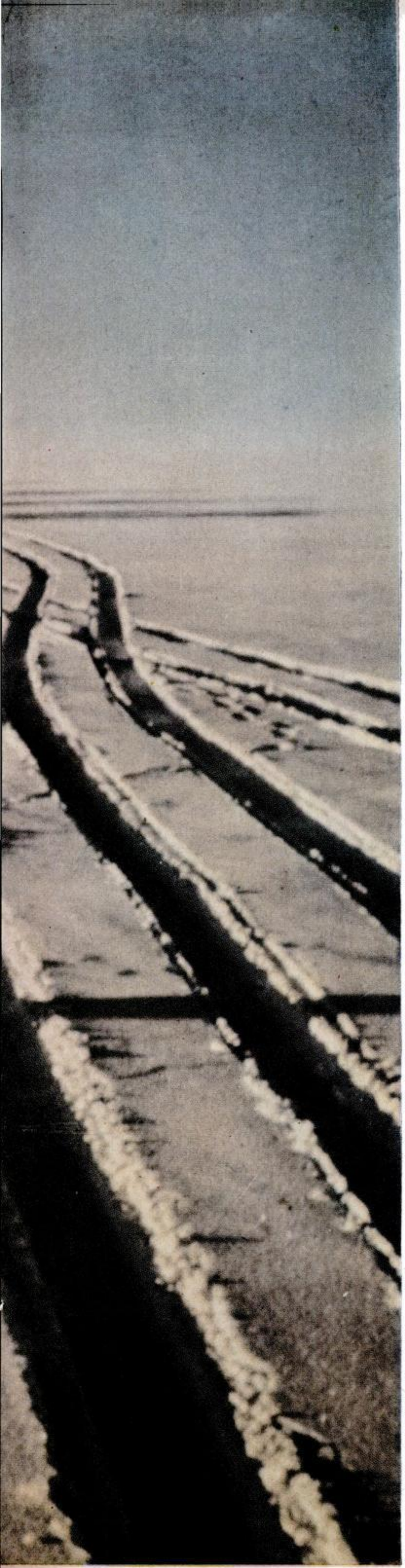
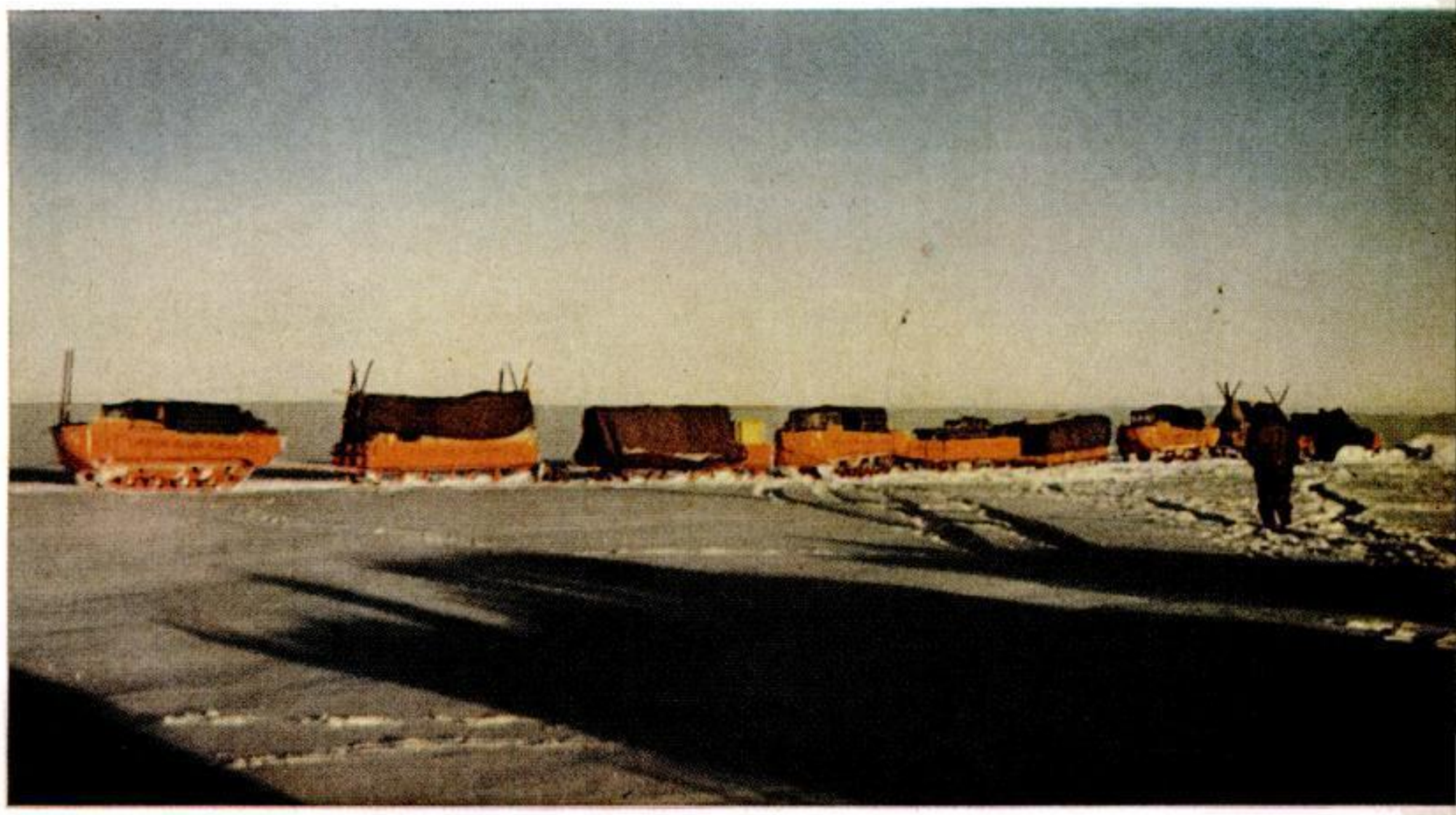


FALLING INTO A FJORD through sun-rotted ice, a Weasel floats in deep water as drivers try to haul it back. Man in white goggles is Paul Victor, expedition's leader. Party finally had to circle fjords.

THEY TREK BENEATH THE MIDNIGHT SUN

The expedition traveled in aluminum sleds and insulated trailer-labs pulled by the amphibious Weasels. The first 60 miles of the trek eastward, in the region of soft ice and mountains were slowest and the most dangerous. The party could advance only a few miles a day, driving over ice-covered lakes and treacherous snow bridges spanning thaw-rivers and crevasses. In places hanging cableways had to be rigged to lift the caravan up steep slopes. At last the little orange trains climbed onto the edge of the mile-high central icecap, and the final 260-mile dash began. It was summer in Greenland so temperatures never dropped under 43° below zero and sometimes got as high as 8° above. Normal day and night schedules were forgotten as the caravan pushed on under the 24-hour sun, pausing only when the men needed rest or the vehicles needed repairs. Every day the navigators shot the sun to get their bearings while radiomen kept in contact with Paris. On the 43rd day of travel a transport plane from Iceland flew over and dropped additional food and fuel. Then, on the 47th day, the navigators announced that the expedition had reached its destination: the center of the great icecap.



ORANGE CARAVAN is powered by amphibious Weasels (first, fourth and seventh vehicles), which pull metal sleds loaded with supplies. On the hard central icecap these Weasel trains made 25 mph.

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DIGGING FOR SNOW SAMPLES, two members of expedition pail up loose driftings with a bucket on end of rope, then cut samples from the side of the pit. These will be analyzed to determine temperature, density and composition. At the bottom of this nine-foot pit ice is as hard, white and translucent as porcelain.

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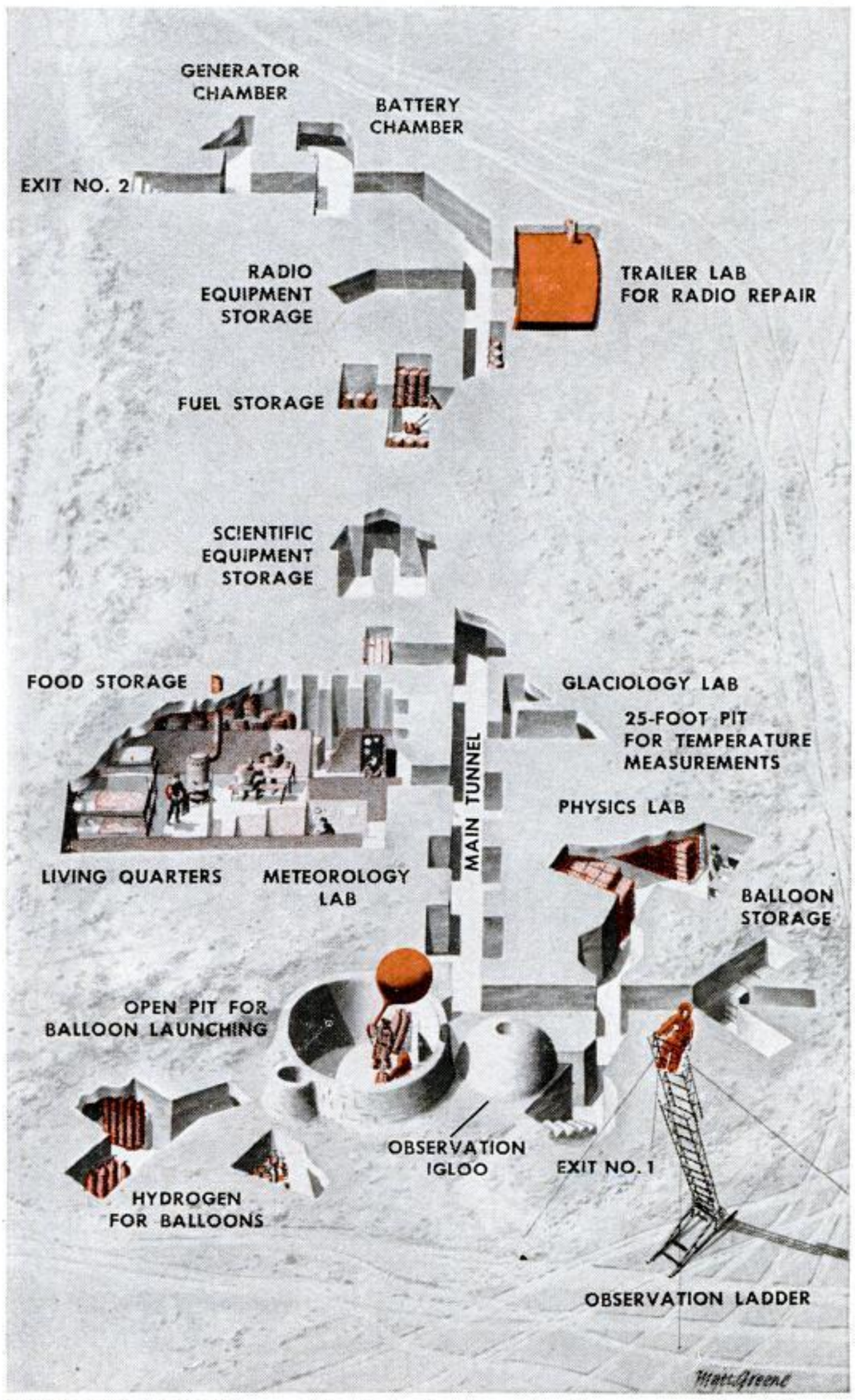
THEY SPEND WINTER IN SUNKEN STATION

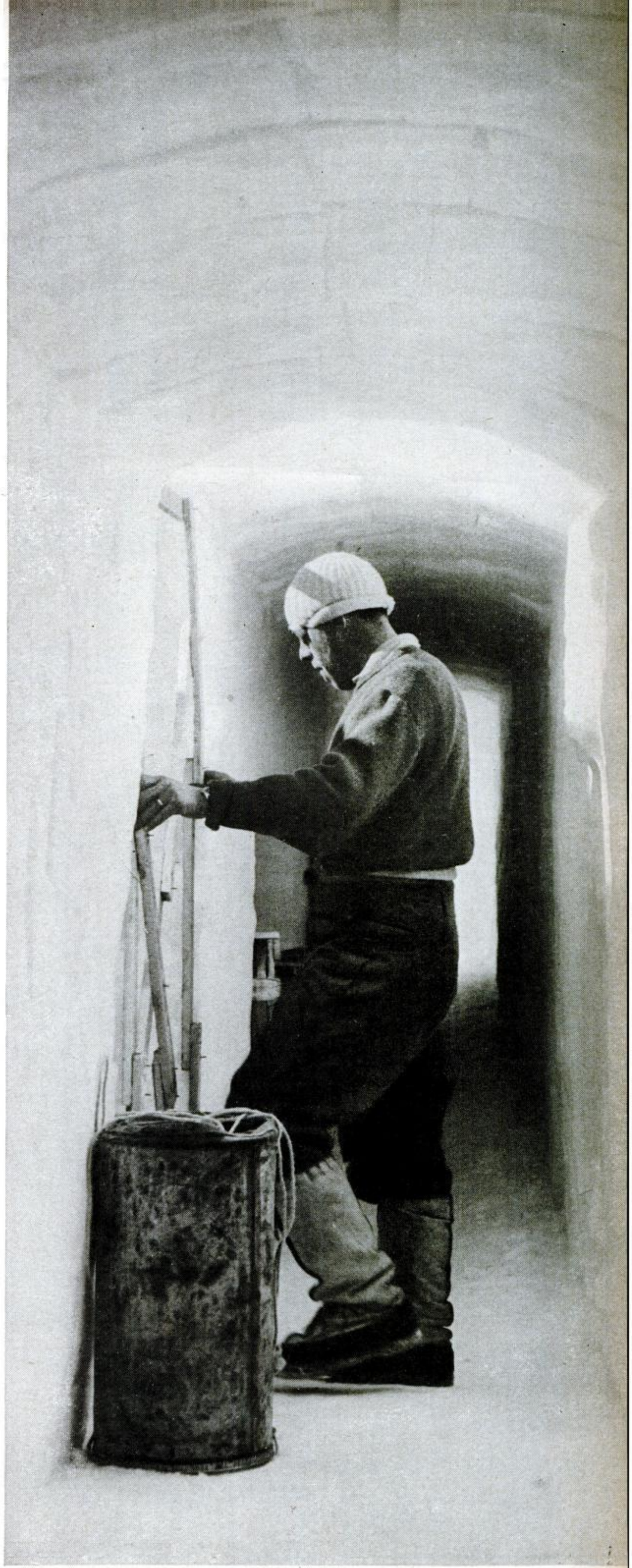
Hurrying to complete their base before the Arctic winter arrived, the scientists dug a maze of interconnected trenches and pits in the cap's hard crust (*below*) with ice axes and shovels. They buried the trailer-labs so that only the roofs showed at the surface and in the largest of the pits constructed a heavily insulated 16x26-foot hut. Next they sawed building blocks from the ice and covered all the trenches with arched ice roofs (*right*).

In late August, as the Arctic summer faded, all but eight of the men headed back to Port Victor. Those who stayed had volunteered to live under the ice until spring. For a few minutes every day they donned 14 layers of clothing and went outside to gather ice samples and read the weather instruments mounted on the observation ladder. A kerosene stove kept their main hut at shirtsleeve temperature and a set of three dynamos generated electricity for lamps and radios. The favorite recreation was listening to the short-wave radio and to a phonograph record of French hunting horns, which in their frozen white world reminded them of the green forests of home.

All winter the icecap was dark and the temperature fell to −86°, but the station radioed four weather reports a day to Paris. Last week, as replacements for the isolated eight trekked in to carry on until 1951, it was still too early for any final scientific conclusions. But the station's first-year reports seemed to verify one old theory: that storms usually blow over western Europe when the air pressure over Greenland's icecap rises.



PLAN OF STATION carved in the ice is shown here in cutaway view. All tunnels and cubicles are beneath surface level of ice except launching pit and igloo.



BUILDING MAIN TUNNEL, a glaciologist doubles as carpenter and trims a doorway in the ice with a wooden frame. Opening leads down to the deep ice pit.

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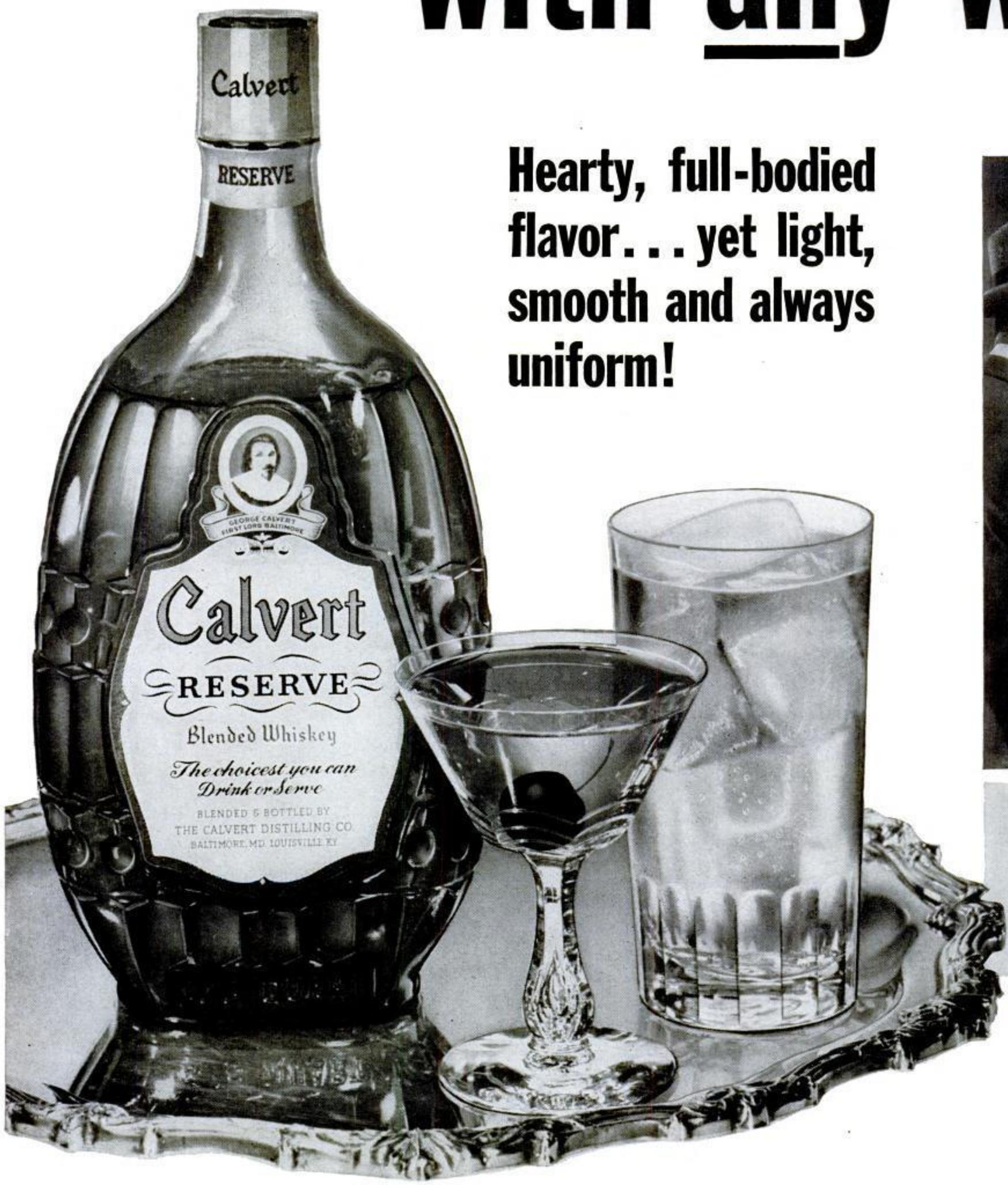

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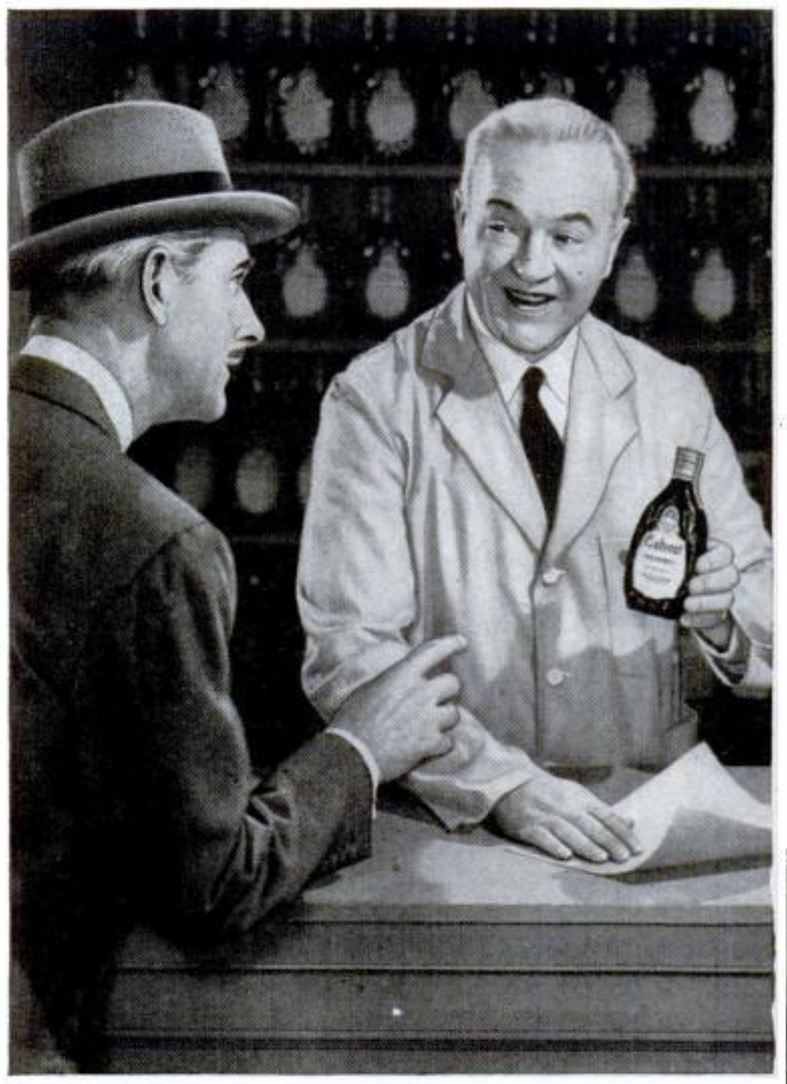

BUY IT! Get a trial-size bottle of Calvert Reserve from your local store. Or ask your favorite barman for this *hearty, mellow, full-bodied* whiskey. It has the smooth, uniform taste *most* people like.

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It's Smart to Switch to

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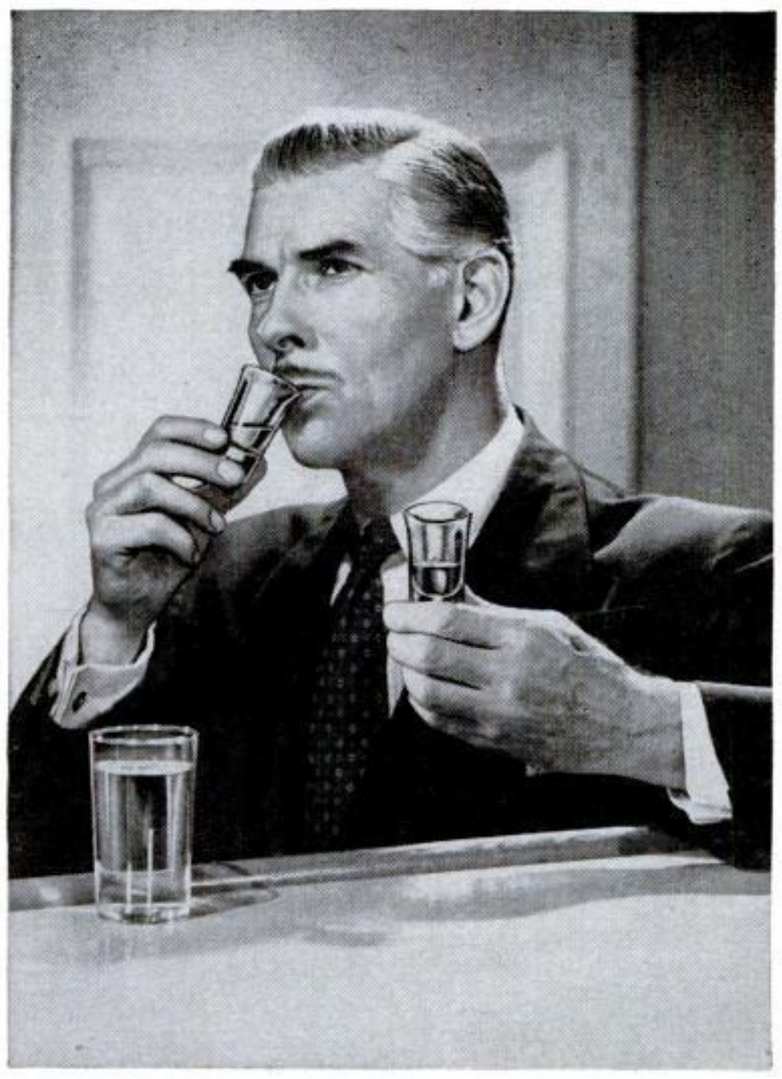
GES COMPARISON

-at <u>any</u> price!



TRY IT! Ask a friend or favorite barman to pour one teaspoonful of Calvert Reserve into a glass, and a teaspoonful of your present brand into another glass—*without telling you which is which.*

COMPARE IT! Sniff one brand for *aroma*. Taste it *critically*. Swallow *slowly* to judge its freedom from harshness. Clear your palate with a sip of water and judge the other brand in the same way.

Drinking Public Invited to Make 60-Second "Showdown" Test

An Exclusive Interview with the President of Calvert

by Danton Walker

Newspaper, Radio and Television Commentator

W. W. Wachtel

NEW YORK, N. Y.—"Any man with normal taste buds can be his own whiskey expert," says Mr. W. W. Wachtel, President of Calvert Distillers Corporation.

"After all, the whiskey that *tastes best to you* is the *best buy for your money*," he said. "That's why we ask you to make this simple, 60-second taste test between Calvert Reserve and the brand you now prefer."

Then I asked Mr. Wachtel a few questions:

Q. How do I make the test?

A. **Just ask a friend or favorite barman to measure one teaspoonful (about ¼ oz.) of Calvert Reserve into a glass, and a teaspoonful of your present brand into another — <u>without telling you which is which.</u>**

Q. Then I just pick the one I like best?

A. **Yes. But first sniff one brand for aroma . . . taste it <u>critically</u> as you roll it over your tongue and carry it up to the roof of your mouth for smoothness. Swallow it <u>slowly</u> to judge its freedom from bite, burn or harshness. Then clear your palate with a sip of water and judge the other brand in the same <u>analytical</u> way.**

Q. And you really believe I'll choose Calvert?

A. **I do! But if you prefer your present brand, then stick with it. <u>Fair enough?</u>**

Q. Sounds reasonable. But how can you be so confident I'll pick Calvert Reserve?

A. **Simply because the <u>taste</u> of Calvert Reserve is determined by thousands of folks like you.**

Q. You mean the public actually selects the taste?

A. **That's right. We put the question squarely up to a Consumer Jury...folks from all over America...all walks of life. Their taste is our guide.**

Q. But how will you know what people think of Calvert's challenge?

A. **I'd like to hear from those who make the test. Just drop a line to W. W. Wachtel, Pres., Calvert Distillers Corp., Room 1323, Chrysler Bldg., New York 17, N. Y.**

<u>good taste</u> will tell you—

Calvert Reserve

DISTILLERS CORP., NEW YORK CITY

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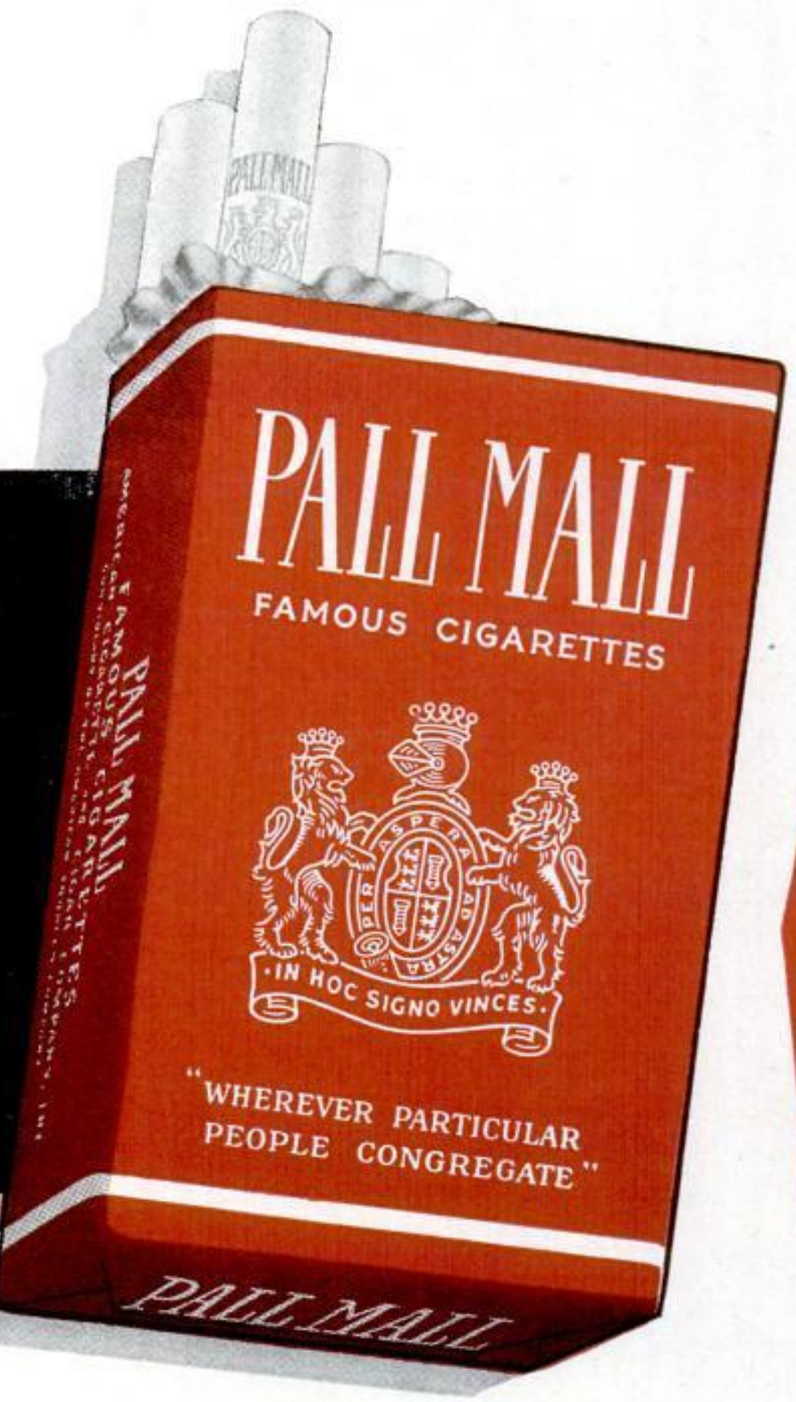
enjoy smooth smoking

PALL MALL's

greater length of fine tobaccos
travels the smoke further...
filters the smoke and makes it mild



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when you smoke PALL MALL

STUDY THE PUFF CHART! At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette. Moreover, after 5 puffs of each cigarette—or 10, or 15, or 17—PALL MALL still gives you a longer, natural filter of fine tobaccos—guards against throat-scratch.

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Outstanding... and they are mild!

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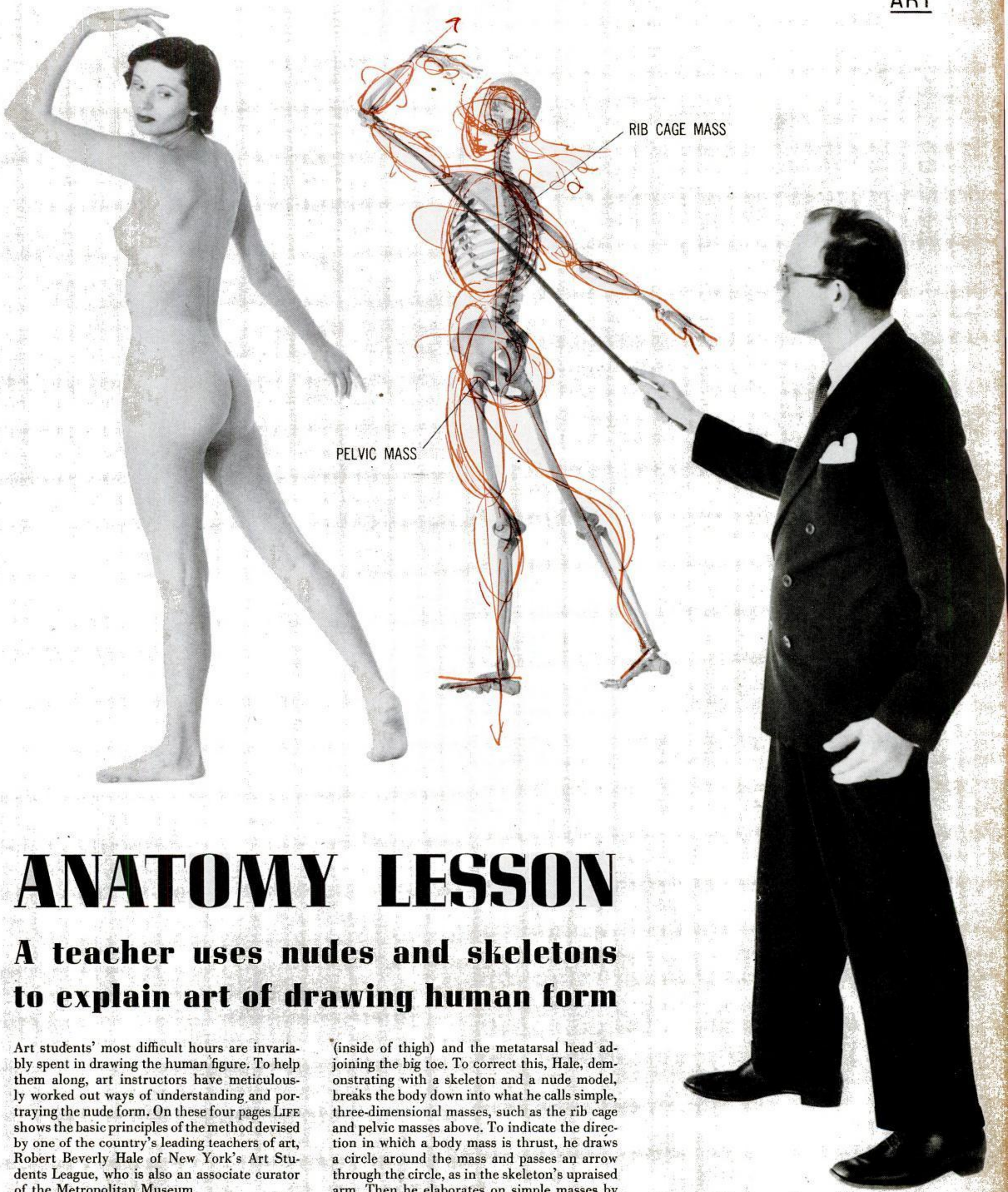

ANATOMY LESSON

A teacher uses nudes and skeletons to explain art of drawing human form

Art students' most difficult hours are invariably spent in drawing the human figure. To help them along, art instructors have meticulously worked out ways of understanding and portraying the nude form. On these four pages LIFE shows the basic principles of the method devised by one of the country's leading teachers of art, Robert Beverly Hale of New York's Art Students League, who is also an associate curator of the Metropolitan Museum.

In his nine years of teaching Hale has found that beginners tend to concentrate on the externals of the body, producing formless "snapshots of their models." They exaggerate familiar details such as breasts and eyelashes, omit equally important parts like the adductor mass (inside of thigh) and the metatarsal head adjoining the big toe. To correct this, Hale, demonstrating with a skeleton and a nude model, breaks the body down into what he calls simple, three-dimensional masses, such as the rib cage and pelvic masses above. To indicate the direction in which a body mass is thrust, he draws a circle around the mass and passes an arrow through the circle, as in the skeleton's upraised arm. Then he elaborates on simple masses by adding details of the muscles (*following pages*). When Hale has finished his demonstrations and painstaking description of bones and muscles, his students no longer stumble over anatomical problems and can, he says, "gracefully state the spiritual message behind their drawing."

First phase in figure drawing, as taught by Robert Hale, is to simplify model's form into its main body masses. Above, Hale shows how main masses of a nude girl fit over her own skeleton, by drawing them (in red ink) over someone else's.

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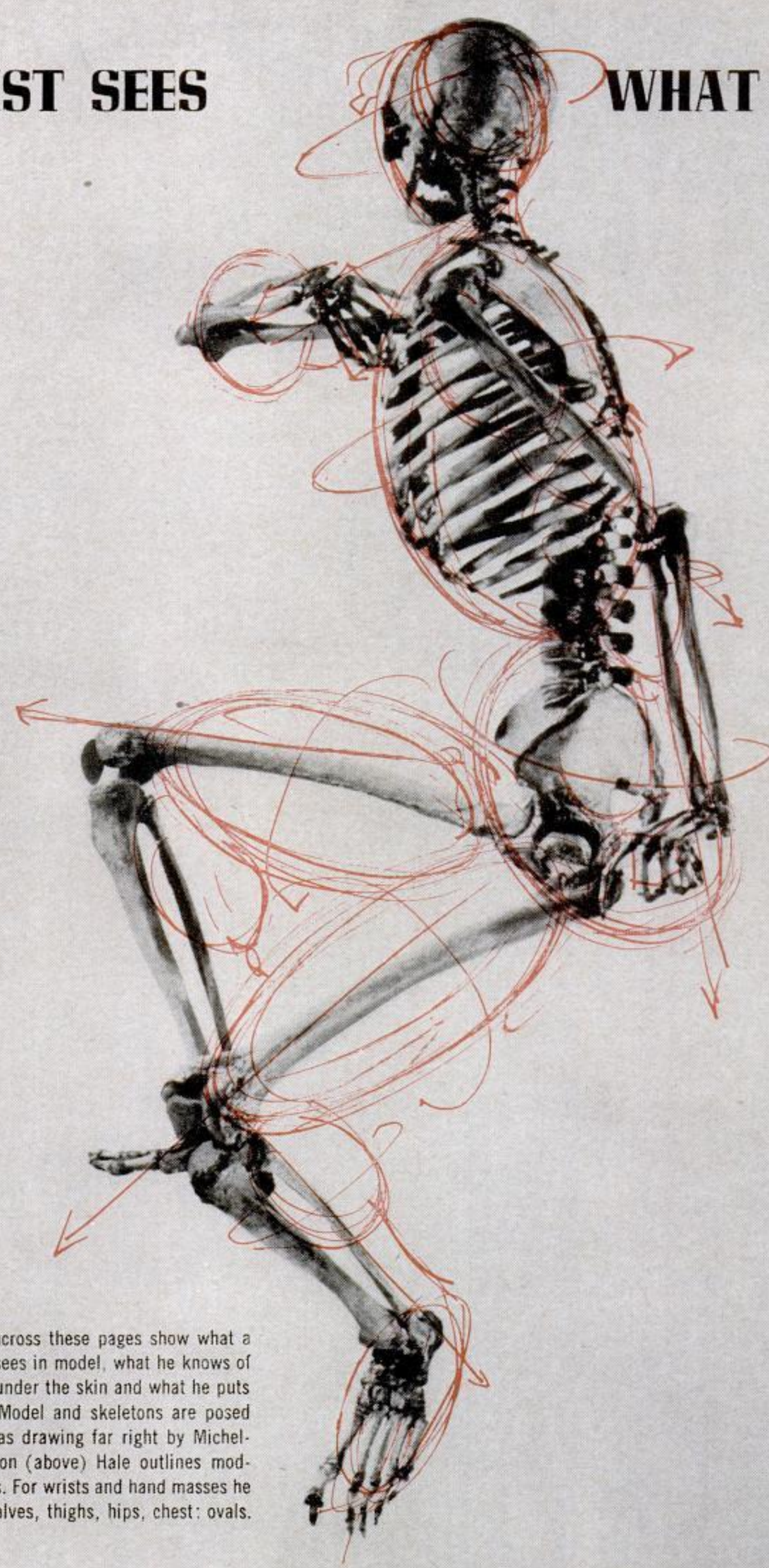
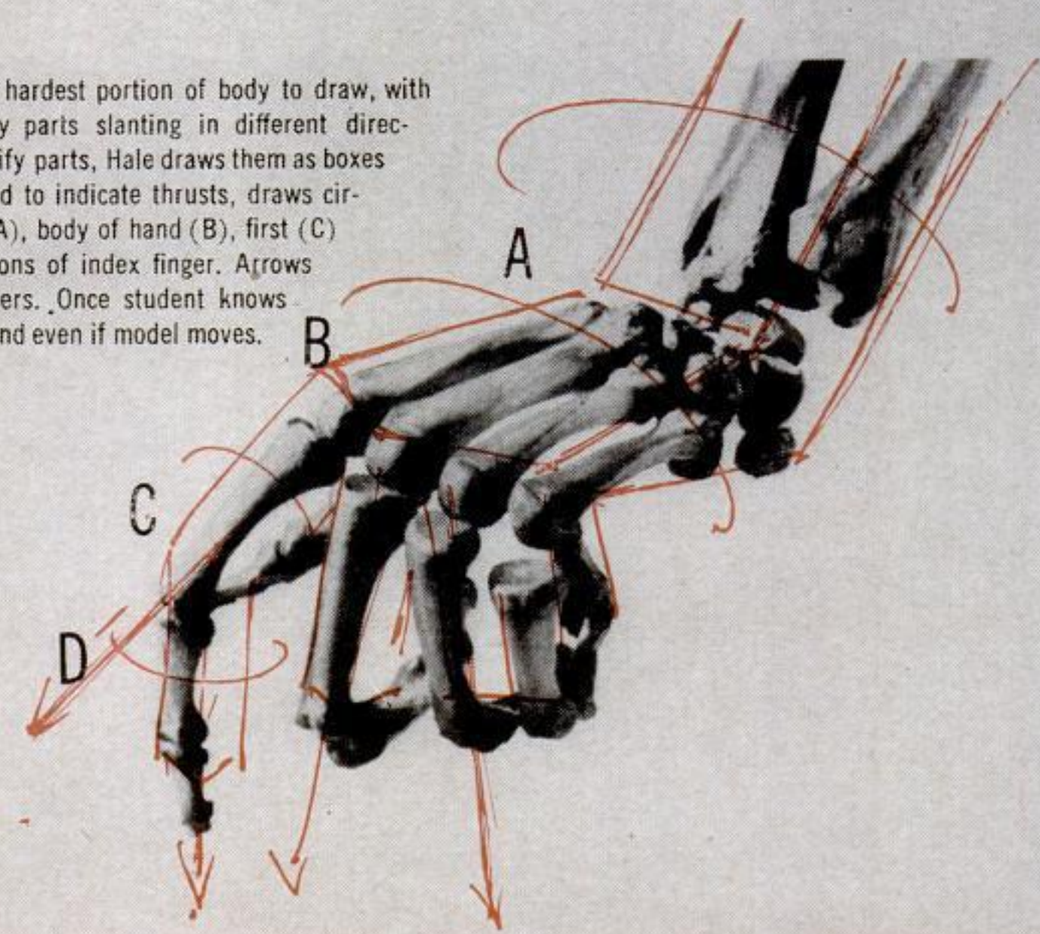
WHAT THE ARTIST SEES WHAT HE



1 Four figures across these pages show what a skilled artist sees in model, what he knows of bone and muscle under the skin and what he puts in final drawing. Model and skeletons are posed in same position as drawing far right by Michelangelo. On skeleton (above) Hale outlines model's simple masses. For wrists and hand masses he uses boxes; for calves, thighs, hips, chest: ovals.

3 Hand is hardest portion of body to draw, with its many parts slanting in different directions. To simplify parts, Hale draws them as boxes over skeleton, and to indicate thrusts, draws circles around wrist (A), body of hand (B), first (C) and second (D) sections of index finger. Arrows stress direction of fingers. Once student knows directions, he can draw hand even if model moves.



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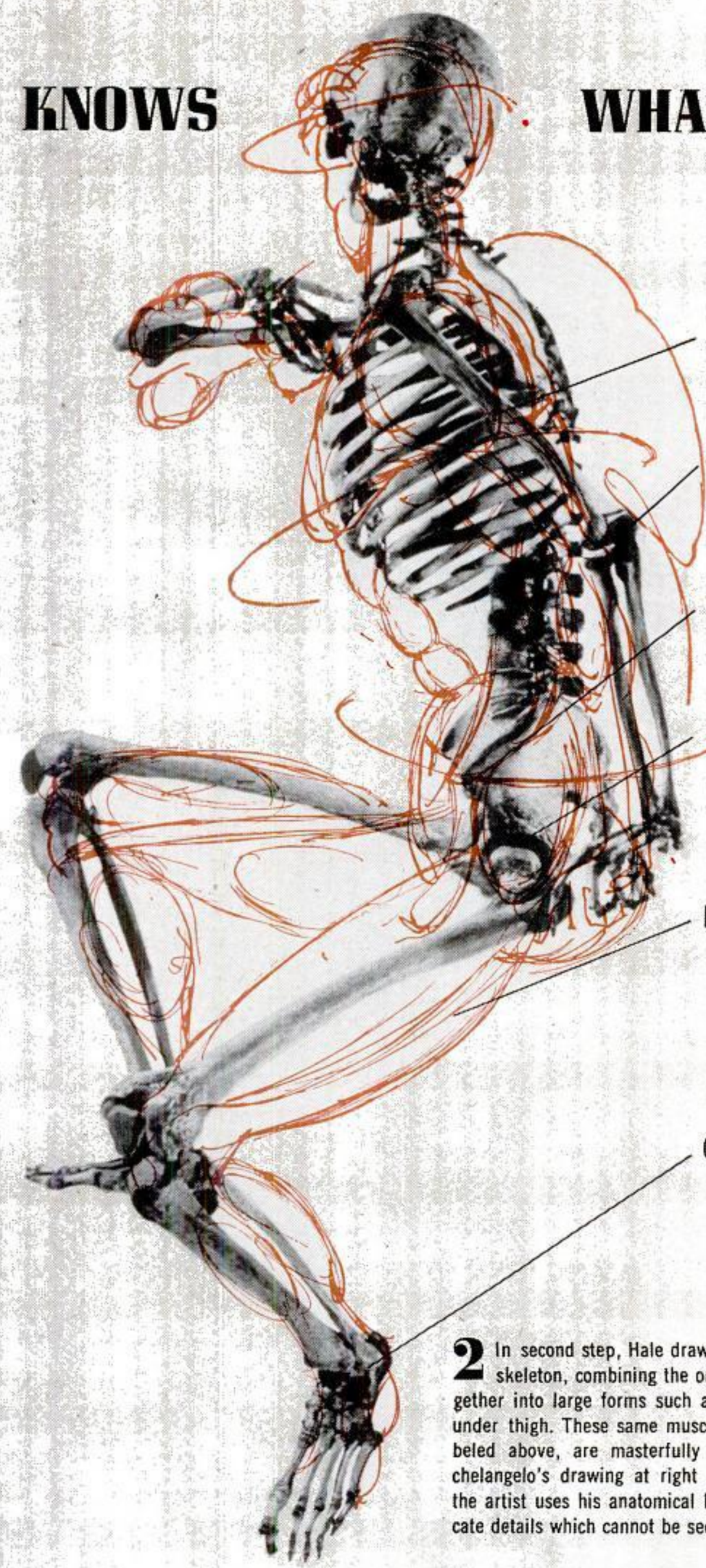
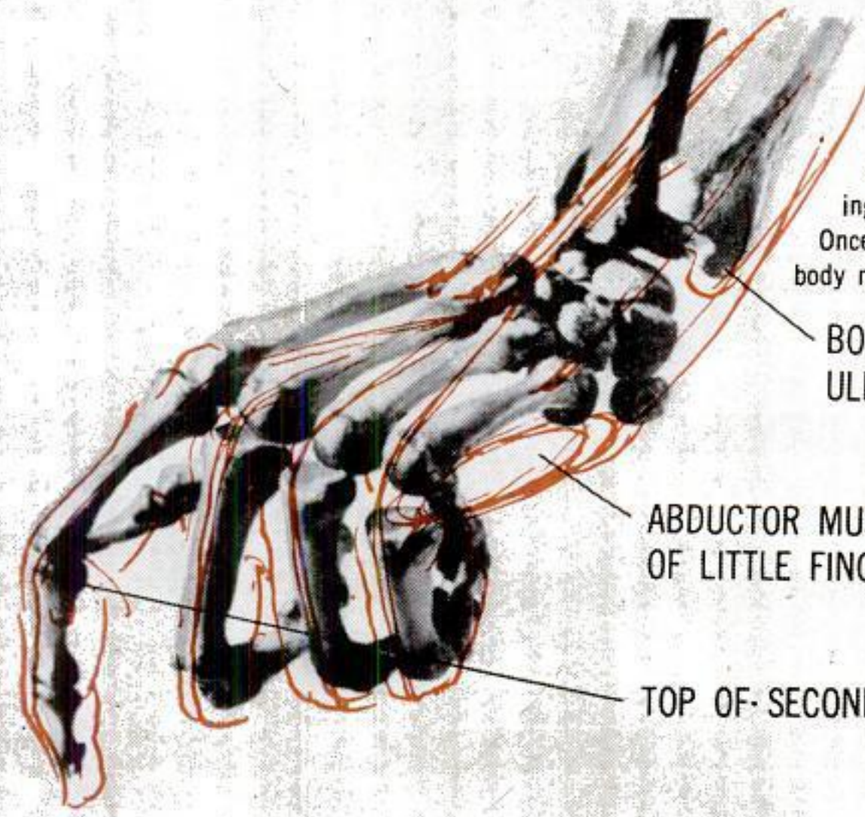
KNOWS WHAT HE DRAWS



2 In second step, Hale draws in muscles over skeleton, combining the ones that work together into large forms such as hamstring mass under thigh. These same muscles and bones, labeled above, are masterfully indicated by Michelangelo's drawing at right which shows how the artist uses his anatomical knowledge to indicate details which cannot be seen in living model.



4 Here drawing is refined and specific anatomy revealed, both in Hale's diagram (left) and in detail (right) from Michelangelo's drawing above. Michelangelo achieves quick, sure illusion of reality not by copying hand but by placing significant bones and muscles in right spots. Once artist masters anatomy, he need not draw body masses but keeps them in the mind's eye.

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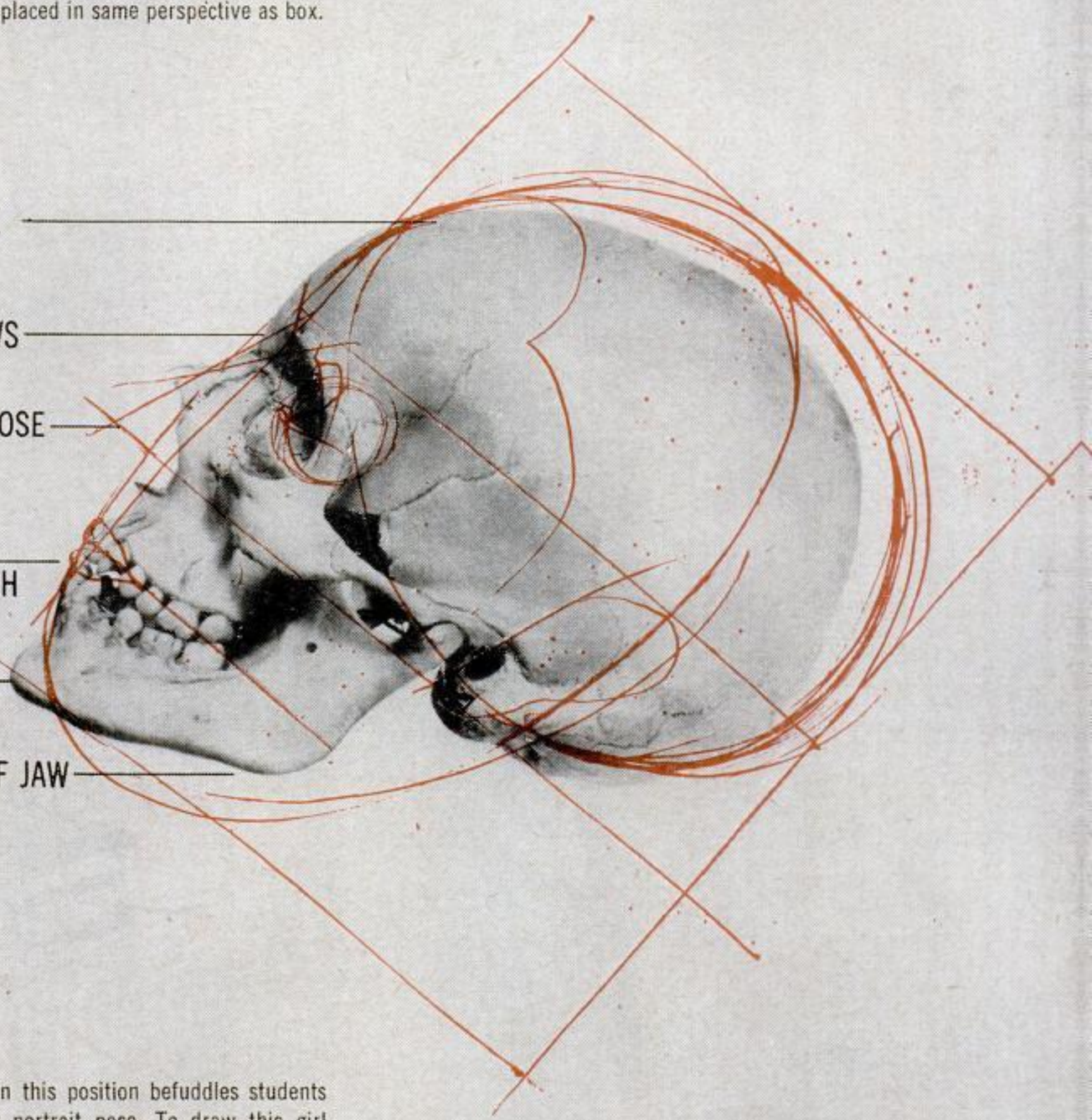
HOW TO "THROW A HEAD"

5 "Throwing a head" is an expression for drawing a head in any position so that features are correctly placed. Hale draws it as a box which is guide for establishing perspective, direction, location of features. In this perspective it helps students to remember that a line drawn through eyebrows and around corner of box must touch top of ear. Mouth curves like edge of tin can placed in same perspective as box.



6 Foreshortened head in this position befuddles students more than any other portrait pose. To draw this girl successfully, artist must visualize head in profile, then draw features so that they are separated by same distances they would be if drawn from side, as shown by connecting lines.

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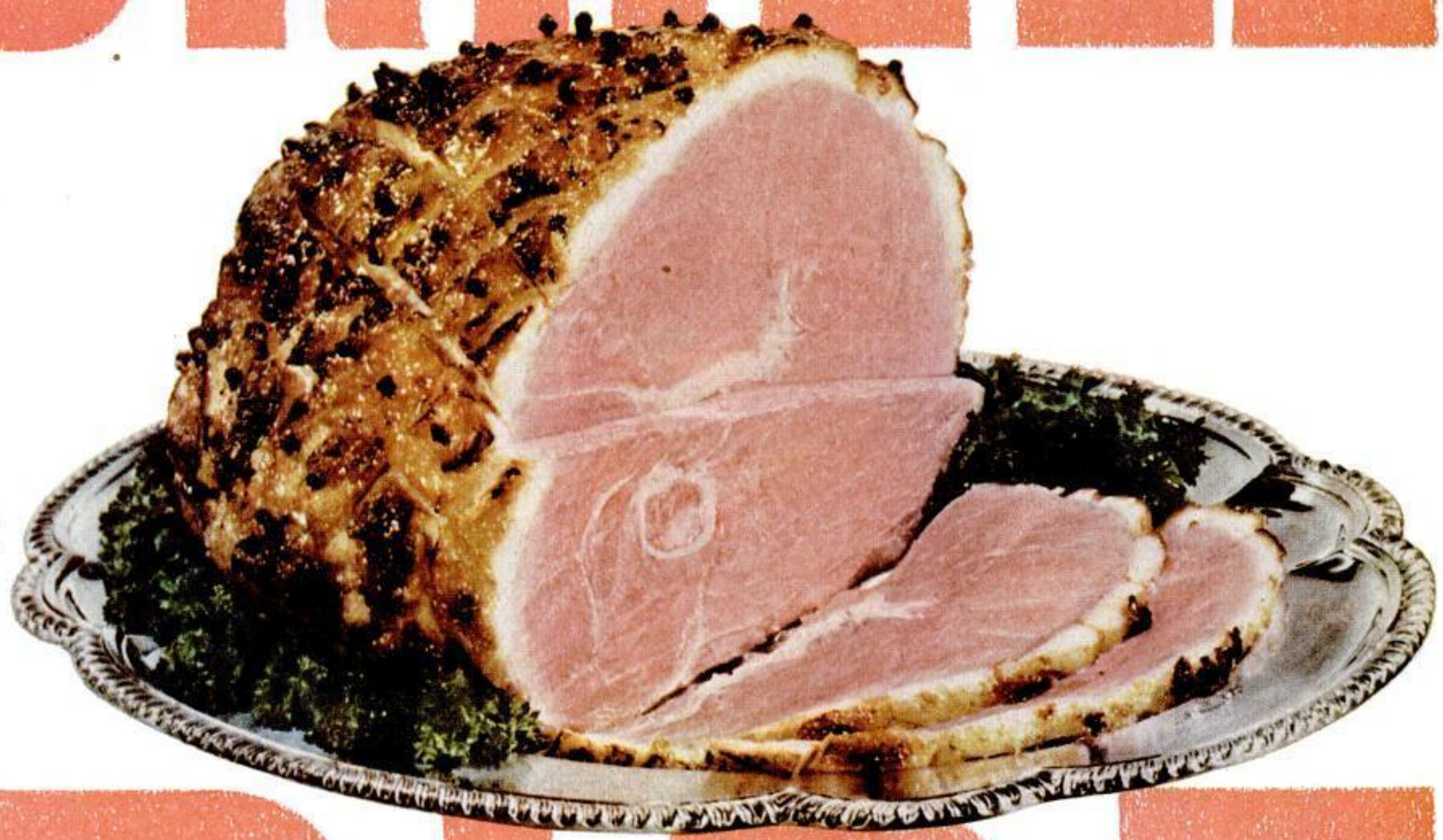

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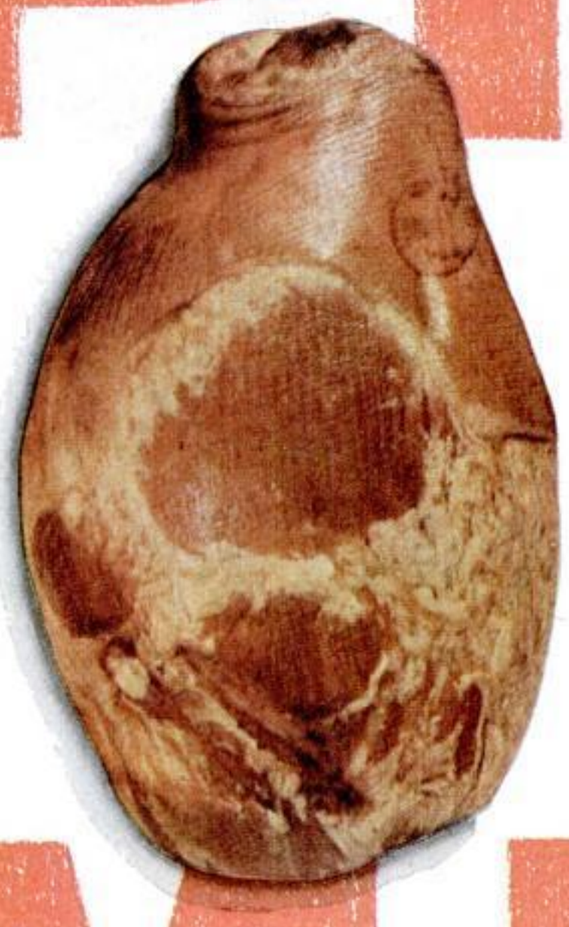

Morrell E-Z-Cut Ham has been oven dry-baked to perfection, just as you would cook it yourself. The flavor's sealed in, the shrink's taken out. Ready-to-eat.

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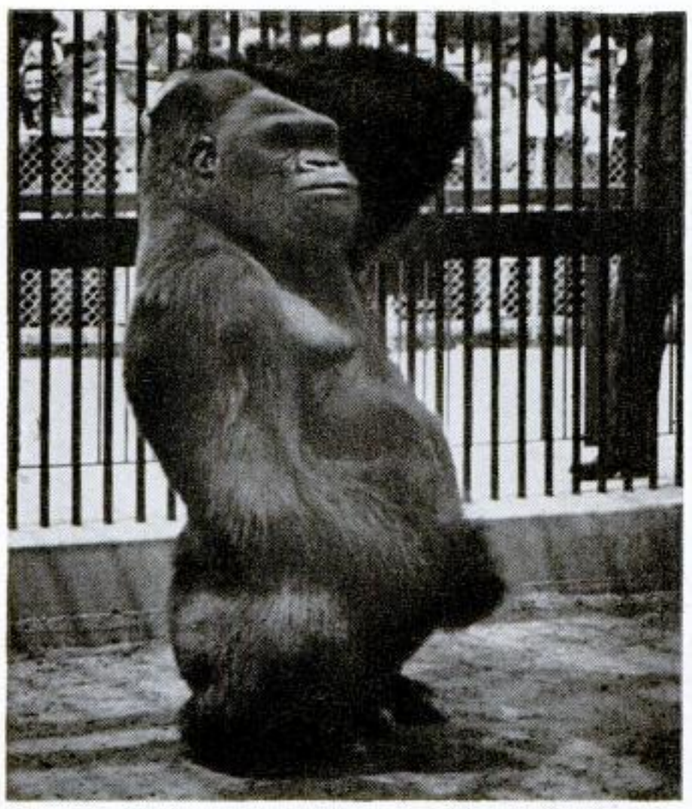

BUSHMAN AS HE LOOKED IN BETTER DAYS: 1947

BUSHMAN IS SICK

At 22, Chicago's grand old gorilla keels over and whole city worries

For years Bushman, the Lincoln Park Zoo gorilla, has been a first citizen of Chicago. The city admired his thoughtful poses (*above*), was awed by his ferocity and amused by his antics. This month, when 22-year-old Bushman fell ill, the city was gravely concerned. As he lay helpless (*right*), record crowds filed sorrowfully past his cage and hundreds of get-well messages poured in, one of them by cable from Japan.

A native of French West Africa, Bushman cost the zoo $3,600 in 1930 but has been valued at $100,000. He is 6 feet 2 inches tall and has weighed as much as 550 pounds, 238 more than the late Gargantua at the time of his death (LIFE, Dec. 5, 1949). Although not so mean as Gargantua, Bushman is just as dangerous because of his strength. Even his keeper has not entered the gorilla's cage for over 10 years.

Unable to get close enough to examine him, zoo veterinarians guessed that in addition to arthritis he had heart disease and put digitalis in his food. After a few days Bushman perked up. He ate some choice guavas flown in from Florida. These revived his appetite and he then put away a convalescent's meal of bananas, potatoes, watermelon, cherries, plums, grapes, apples, lettuce and bread. However, Bushman had lived about as long as could be expected of a captive gorilla. His age is equivalent to about 70 years for a man. But U.S. zoos do not have to worry about replacing their aging apes because a constant supply of baby gorillas, like those shown on the next three pages, keeps coming in.

UNABLE TO WALK, Bushman sprawls in his cage after collapse. Before that he was not well, lacking his old sense of fun. Then he lost the use of his legs. But late last week he began to crawl around again.

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Doesn't destroy precious oils nature provides to make hair naturally soft, shiny, healthy

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Even dull, dry, unruly hair looks unbelievably softer, shinier, more beautifully groomed, under Shasta's magic-like touch. So, to see your hair looking its loveliest, get new, improved Shasta today. Remember, Shasta doesn't rob hair of its natural oils.

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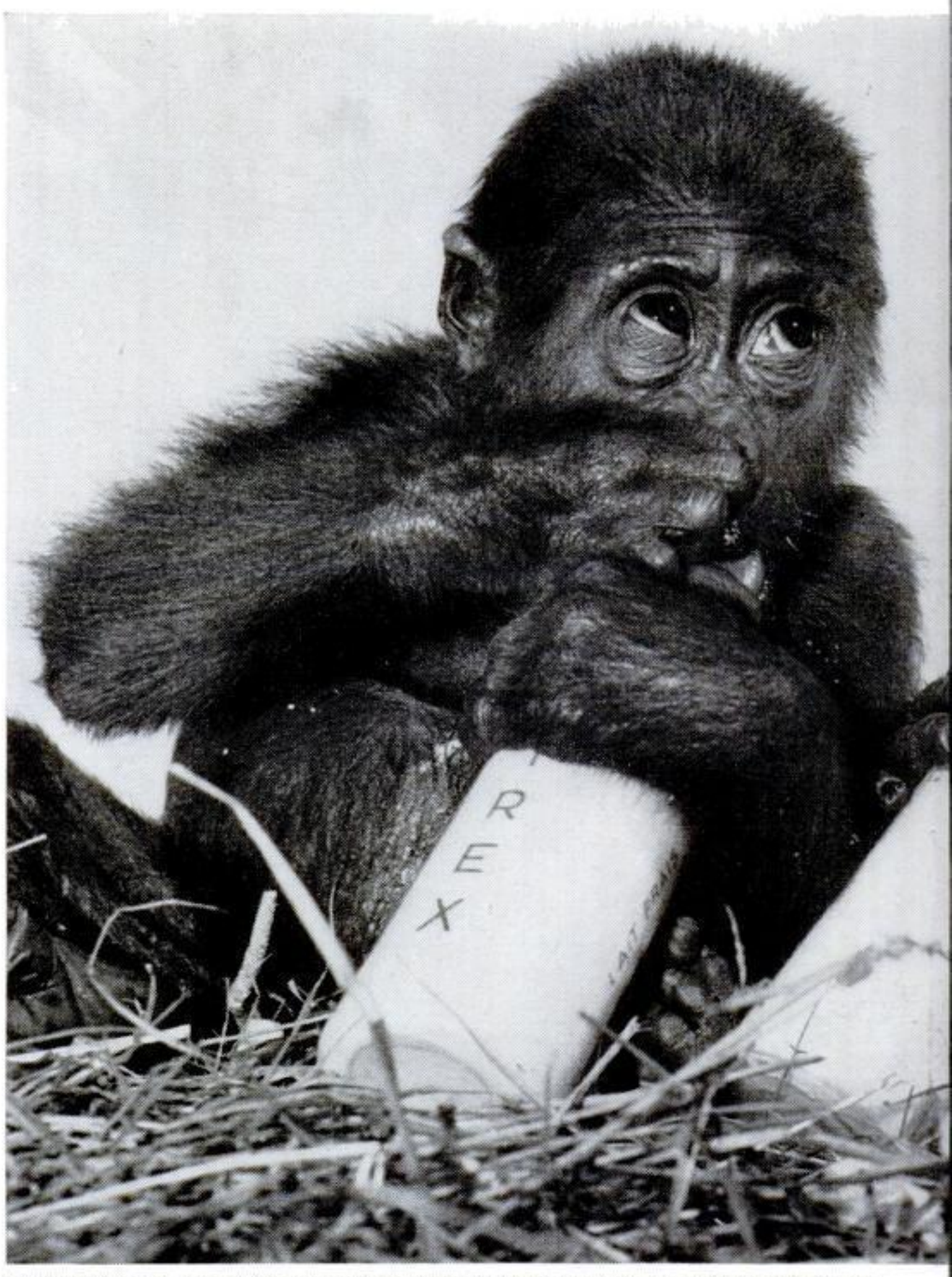

IN NEW YORK BABY GORILLAS "ARNO" (LEFT), PRIZE OF THE SHIPMENT,

A NEW BATCH OF BABY GORILLAS

Any of the baby gorillas shown here may turn out to be another Bushman. They are part of a shipment of seven, ranging in age from eight months to three years, which arrived in New York on June 4. Shipped from the French Cameroons, they were consigned to the Trefflich Bird & Animal Company, Inc. of New York, which acts as an agent for the French government and sells the gorillas for about $5,000 apiece. President Trefflich was delighted by an 18-month-old specimen (*above, left*) which he named Arno, after his son. He thinks Arno may grow up as big as Bushman and as mean as Gargantua. "He is beautiful," glowed Trefflich. "What an animal! He bit me in the calf. He hates people already."

GORILLA GATHERER Phil Carroll, who collected the beasts in Africa and brought them over, plays with his charges. Vicious Arno is in right foreground.

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AND "GORGEOUS" DRINK MIXTURE OF MILK, WATER, SYRUP, VITAMINS

SMALLEST GORILLA, 8-month-old Goliath, who is only 12 inches tall, delights Velda Mae Noell, whose father bought him for private zoo in Erwin, N.C.

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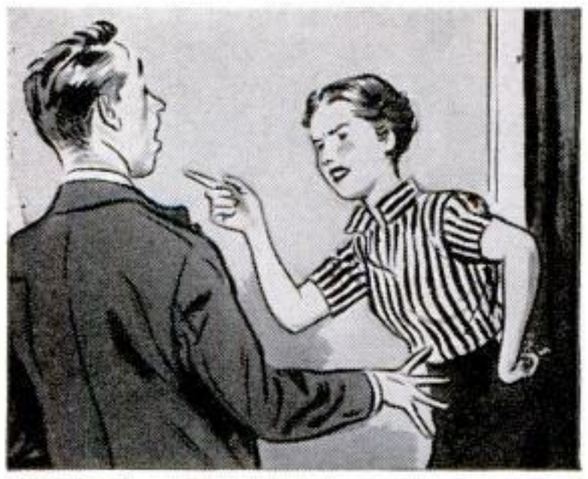
Coffee keeping you up... and getting you down?

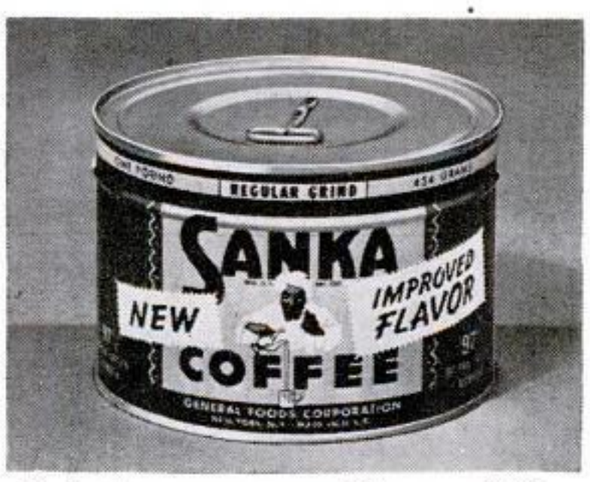


1. You've seen what coffee can do to some people. You've seen how it robs them of sleep at night, leaves them tense and edgy the next day.

2. Maybe when you're feeling "down" after a restless night—nervous and jittery—you wonder if caffein isn't at the root of your trouble?

3. Perhaps you're asking yourself right now—am I drinking too much coffee . . . should I cut down . . . or give up my beloved coffee entirely?

4. No! There's a delicious way out. There's Sanka Coffee. Real coffee—rich, full-bodied—with 97% of the caffein removed. No more sleeplessness!



5. And no more worry! You can drink cup after delicious cup. You can enjoy the bracing goodness that only real coffee gives. Sanka *can't* get on your nerves! Why not start tomorrow—with grand-tasting Sanka Coffee!

Sanka Coffee

Real coffee with the worry taken out. Drink it and sleep!

Try the MONEY-SAVING INSTANT!

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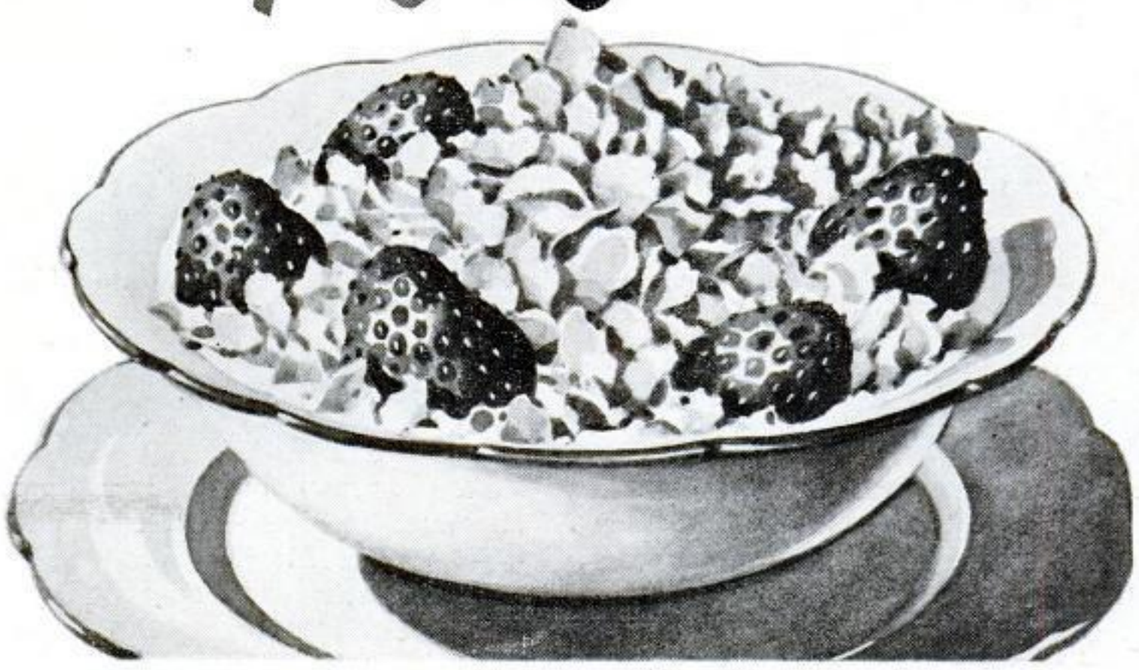
Growin' Pretty: Growin' Big

Daddy's girl goes for PEP



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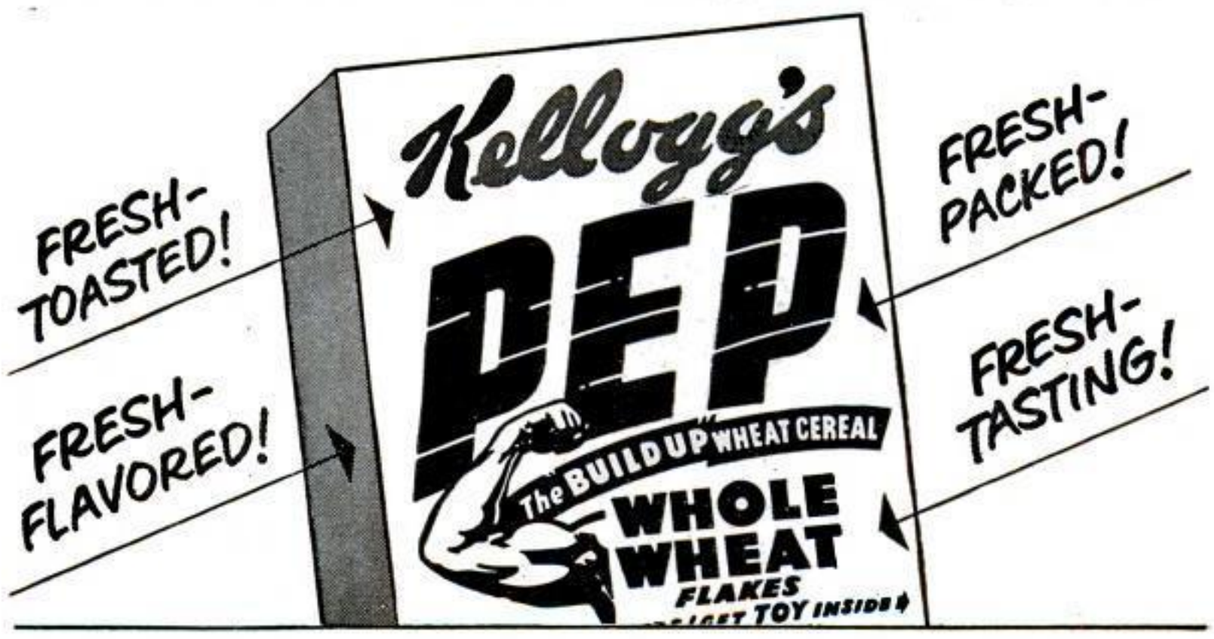
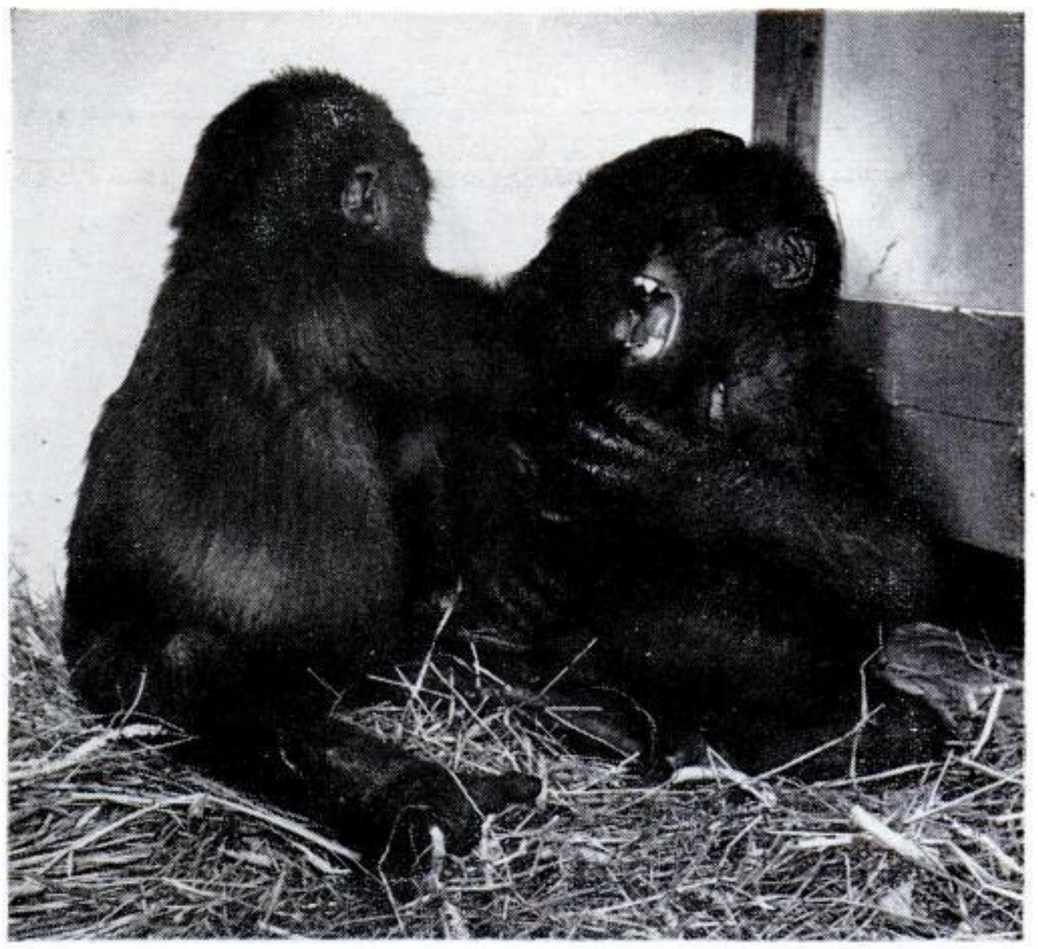
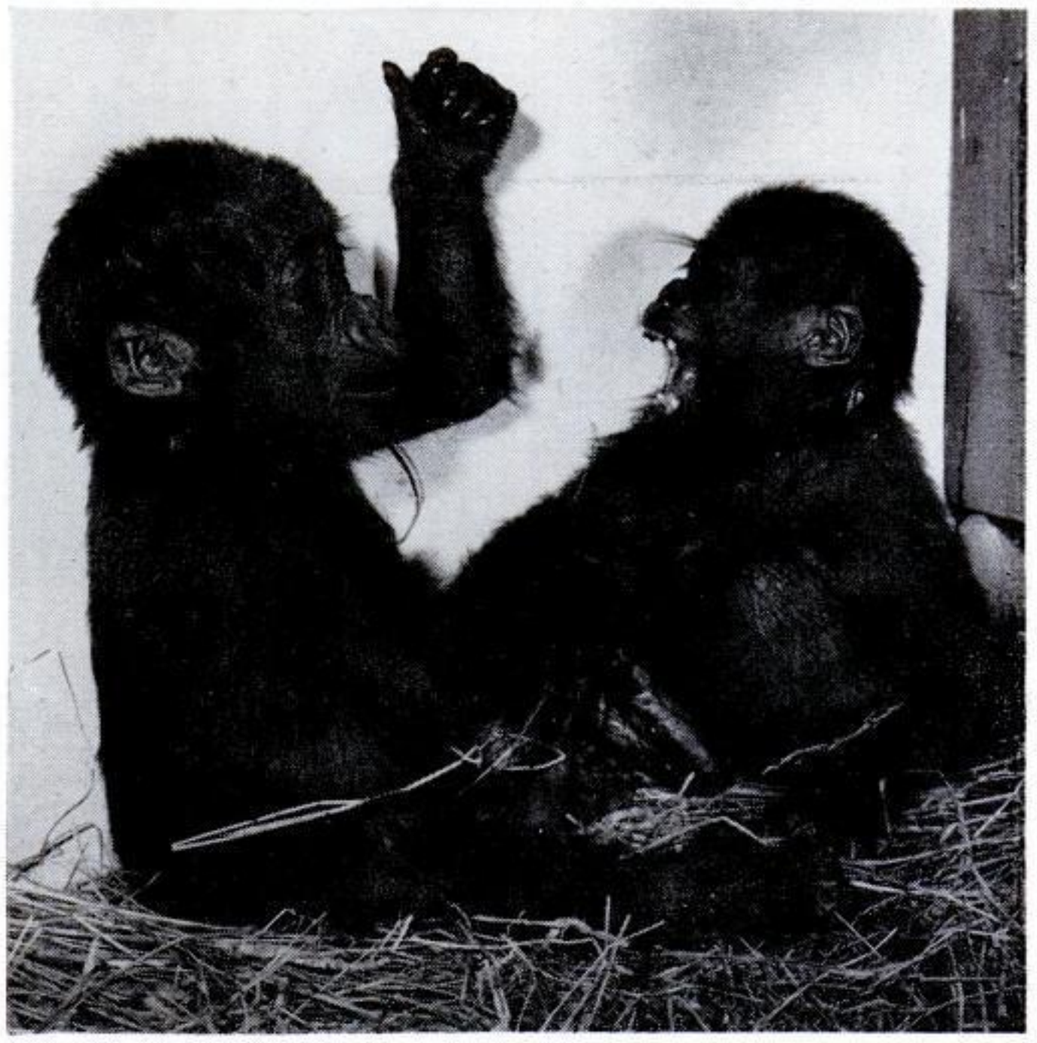
Only PEP supplies a full day's need of "Sunshine" Vitamin D in every bowlful. Only PEP is twice as rich as whole wheat in Vitamin B_1. It contains iron too—essential for good, red blood.

So—for a bone-growing, muscle-building, tooth-developing, energy-giving breakfast—serve delicious Kellogg's PEP with cool, fresh milk.







IN A SCUFFLE baby Arno, who is at right in these pictures, displays his bare-toothed ferocity. As usual Arno started it all by picking on little Goliath, who attempts to fend him off (*top*), winces painfully as Arno closes in with mouth open (*center*) and is only too willing to call the whole thing off (*bottom*).

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If your whole neighborhood now thinks of you as a cake baker extraordinary the Pillsbury Cake Mixes will preserve that reputation. If you are facing your very first cake, the Pillsbury Cake Mixes will build you a reputation. Just look at the cake you see here.

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Squeeze ½ lime into highball glass. Drop in lime shell. Add ice cubes and 1½ oz. of SEAGRAM'S Ancient Bottle GIN. Fill with carbonated water.

COOL SEAGRAM'S GOLDEN COLLINS
Juice of ½ lemon, 1 teaspoonful fine granulated sugar, 1½ oz. SEAGRAM'S Ancient Bottle GIN. Shake with cracked ice and pour unstrained into a Collins glass. Fill with carbonated water; stir and serve with slice of lemon and cherry.

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makes quick beef or pork meals with Fresh Cooked flavor!

An amazing improvement in canned meat meals! It's Oscar Mayer's exclusive new invention, a separate Sack O' Sauce in a Can O' Meat. Keeps sauce and meat from mingling and losing their distinctive flavors!

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Keep several cans of the Beef, Pork, and Wieners on hand for delicious Barbecue-burgers in 7 minutes! Your whole family will love the richer, fresh-cooked flavor of the savory meat with the mild, tempting Barbecue Sauce. It's a delicate blend of tomato paste, sugar, celery, vinegar, Worcestershire sauce, onion, salt, and select flavorings. This Sauce is a product of Oscar Mayer's own modern test kitchens.

The richer, fresh-cooked flavor of these quick meat meals is possible only because of the separate Sack O' Sauce! Only Oscar Mayer has it! Get Oscar Mayer Sack O' Sauce in a can of Beef, Pork, or Wieners.

Beef Barbecue-burgers—Delicious summer meal on a bun in just 7 minutes! Simmer the tender morsels of extra lean Beef in mildly piquant Barbecue Sauce. The money-saving 12-oz. can makes 5 generous Beef Barbecue-burgers! Also makes quick, delicious one-dish meat meals with noodles, macaroni, or spaghetti.

Pork Barbecue-burgers—New summer favorite—juicy morsels of sweet, savory Pork mingled with luscious, mild Barbecue Sauce. Ready to heap on bread or buns in 7 minutes! A 12-oz. can makes 5 big Pork Barbecue-burgers! For exciting one-dish meals, serve with whole-kernel or cream-style corn.

Wiener Barbecue-burgers—New twist to a summer favorite! Heat the 7 Wieners and snuggle in buns. They're regular-size, *all-meat* wieners—made only of select beef and pork. Cover with the tempting, mild Barbecue Sauce. Also delicious with baked beans. So quick and easy, too!

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WITH SACK O' SAUCE FOR PARTY OCCASIONS

FINE MEATS **Oscar Mayer** SINCE 1883

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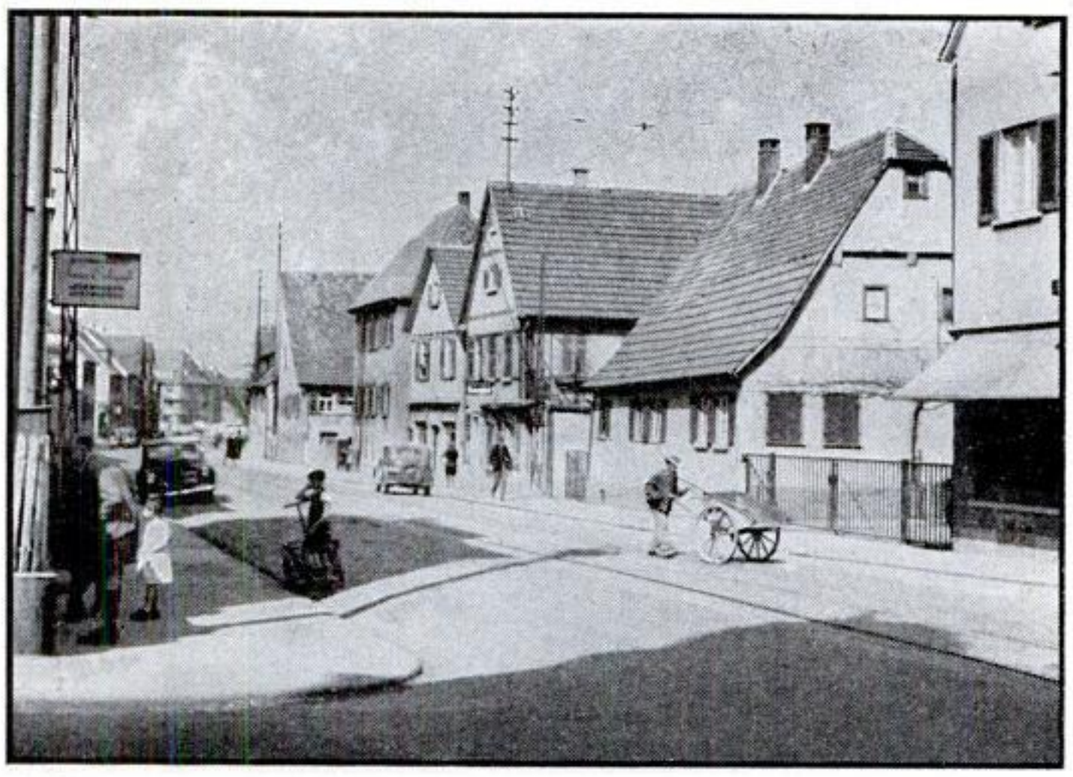

The main street of Fellbach, a suburb of Stuttgart with a population of 18,000, has not changed much since the Hagels left it 20 years ago. The steep-roofed peasant house on the right is the ancestral Hagel farmstead, now lived in by Uncle Fritz, who is shown "pendling" on page 110.

WE RETURN TO FELLBACH

Photographers Hansel Mieth and Otto Hagel report on the German town they left years ago

READERS of LIFE during its early days will remember the photographs of Hansel Mieth and Otto Hagel. Together they did a memorable essay on lambing in the Southwest (LIFE, May 24, 1937). Miss Mieth (who is Mrs. Hagel) took the famous picture of the escaped monkey, standing neck deep in the water off a Caribbean island, glaring at the world (LIFE, Jan. 16, 1939). Hagel, a photographer of great technical skill, took the essay on "New England Indian Summer" (LIFE, Oct. 14, 1940). Their pictures were invariably characterized by warmth and an understanding identification with the people they photographed. In 1943 the Hagels gave up full-time photography to live on a ranch in California.

A few months ago they went back to visit Fellbach, the town in southwestern Germany where they were born. They had not been there for 20 years and this is their report on the return. It is the report of two people who belong to the most unsettled and disillusioned generation of our century: the generation which grew up in Germany during the hardships of the first war, through the bitterness of the postwar years and into the shame of Nazism. The Hagels had left Germany before the Nazis, whom they abhorred, came to full power. Why did they leave? "The bickering and the worrying at home," they explain, "the death pangs of an outlived way of life. We saw the world with Germany left out in the darkness."

Why did they go back? "Why does anyone ever go back to the place one was born. All during the Hitler years we were ashamed of Germany, of every new act of terror. It was as if our own father, mother, brother, sister had turned into torturers and assassins. But how can you disown people from whom you stem?"

What did they expect to find? "We went with fear. . . ."

What the Hagels did find is told, in their own words and pictures on the following pages—"a story of ordinary people of the lower middle class, the kind who once formed the broad base of Hitler's support—kinfolk and schoolmates."

Others have gone to Germany and seen different things—more hope, more danger. But few have looked with the troubled intensity of these two, who make their report on their homeland "with a feeling of emptiness in the pit of the stomach."

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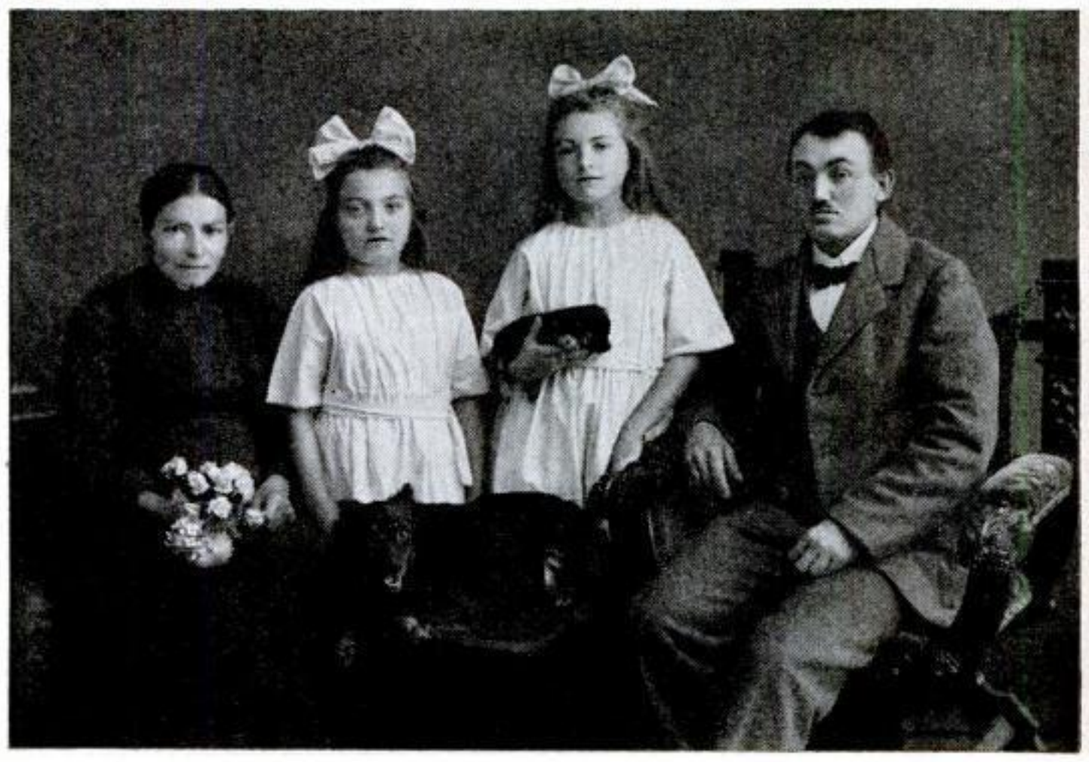
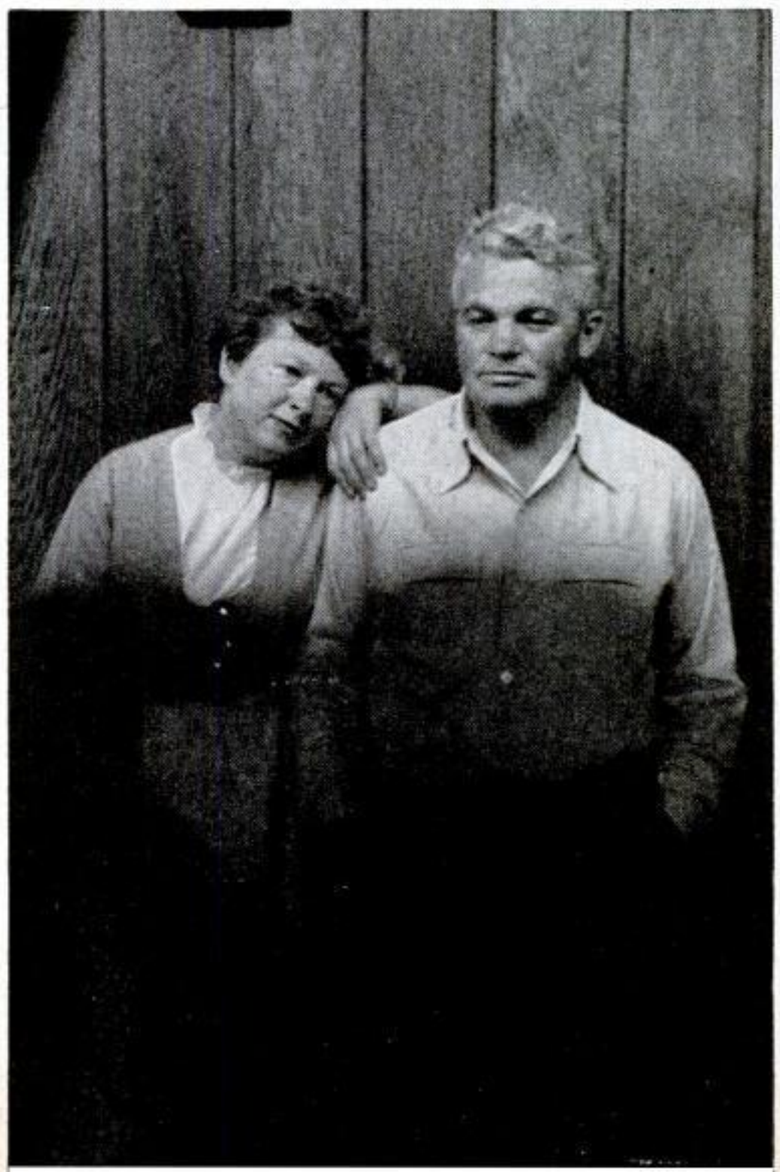
When Otto was 7 years old in 1916, his father came home on furlough, posed in his corporal's uniform with his family. Otto held the imperial flag. The two sisters, Sofie and Lissy, are both still living.



Hansel was 12 in 1921 when this family picture was taken. Emma was 10. Herr Mieth, a shopkeeper, died in 1928. Frau Mieth was killed in an air raid in 1944. (*Below:* Otto and Hansel Hagel today.)



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Emma Mieth

"My sister Emma," says Hansel, "was incurably ill with heart disease, brought on by a stroke she suffered during a bombing attack on the Stuttgart railway station where she was waiting for her fiancé to come home on a furlough. During the last days of the war, the fiancé was shot in the back of the head while trying to escape from his unit on Emma's bicycle. Until her breakdown Emma had been an efficient and capable secretary and bookkeeper for a chemical manufacturer. For the past five years she wandered from one hospital to another for treatment. She died a few weeks ago and was buried beside my mother. In one of her last letters she wrote, 'We bear a heavy load of guilt.'"

Fritz Hägele →

"My father," says Otto (who dropped the final "e" from the family name), "is 62 and suffers from dropsy but he works daily at his trade as a roofer. It is hard and dangerous work which gives him a fair living. During the war he had Russian girl slave laborers to carry the heavy tiles up the two- and three-story buildings but now he works alone. In the early Nazi years he was a storm trooper. His business brought him good money and he for years made monthly payments on a *Volkswagen*. Like thousands of other Germans he never got the car. 'Never have a people been cheated like us Germans,' he grumbles. 'Whoever wants more war should be strung up on the nearest lamppost.'"

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"The happiest thing to take place during our visit to Germany was the wedding of Cousin Herman Laipple, who walked to church through Fellbach with his bride. Herman fought in Russia during the war, lost two toes and all his toenails. 'Man, was I lucky,' he said."

SOME NEIGHBORS HAVE THEIR SAY

The Hagels set down what some of the Germans in Fellbach said to them and what they themselves feel.

A TAILOR: "Yes, we Germans know everything. But when it comes to politics we are not so good. But we know the Ami [the American]. He comes high and mighty, in one hand the Bible and in the other the whip. The Russians? They live in the Stone Age. After all, we are a civilized people."

A "FORMER" NAZI: "The Ami is a smart fellow but he won't get Germany cheap. Let him start his war with Russia. When the Russ and the Ami have mutually killed each other, then Germany can rise again."

A PEASANT: "With us it will never get any better. Who is going to pay for all this? We are the donkeys."

THE HAGELS: "Today most Germans pray for peace. There is no more talk of a master class and of a master race. But often there is no feeling of guilt. 'If only our big donkeys had not led us into this,' they say, feeling cheated. In our home town most of the visible damage of war has been repaired. It almost seems as if nothing had happened in all the years we had been away. The old part of the town looks just about as we remembered it, square-set houses and winding streets. Pasted on walls are placards of a variety of political parties, shop windows are again crammed with expensive goods, and there are the unemployed—almost as it was back in the days of the Weimar Republic. But after a short while of listening to the people, one realizes that the old times are gone forever. A time of indifference to the fate of others, of concentration and extermination camps, of cruelty and war lies like a deep chasm between the present and the past. Even where the eye cannot detect any sign of damage, the war has left festering sores, and sometimes it seems as if the blood of a thousand wounds had drained into this land of which our home town is part."

"Almost every Sunday afternoon after midday dinner Uncle Wilhelm Geiges and Aunt Mathilde, who are 80, sit in their living room, dressed in their Sunday best, reading the Bible and waiting for the start of the weekly prayer meeting which meets in their living room. They had two sons. The elder went to the city.

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The younger, Gotthilf, was to take over the ancestral farm. But he was drafted and went to Russia as a colonel's stableboy. He has never returned. 'He looked so handsome in his uniform,' Aunt Mathilde sobbed. 'For what did we work and save all our lives? Now that we are old and sick we are all alone.'"

"Cousin Gotthilf Strobel and his wife have six children, four cows, 10 acres of land, a pig. They brought out some homemade cider and black peasant bread. 'One got to know how to look out for oneself during the war,' said Gotthilf. 'We were never hungry. A peasant has ways.'"

"We remembered a schoolmate, Lydia Baitinger, as a blooming girl. We found her broken. Life under the Nazis had been bad. Once they wanted to do away with her sickly child. Now her head troubles her, and she has sometimes gone berserk. Her youngest, Traudi, hides whenever she sees Lydia holding a knife."

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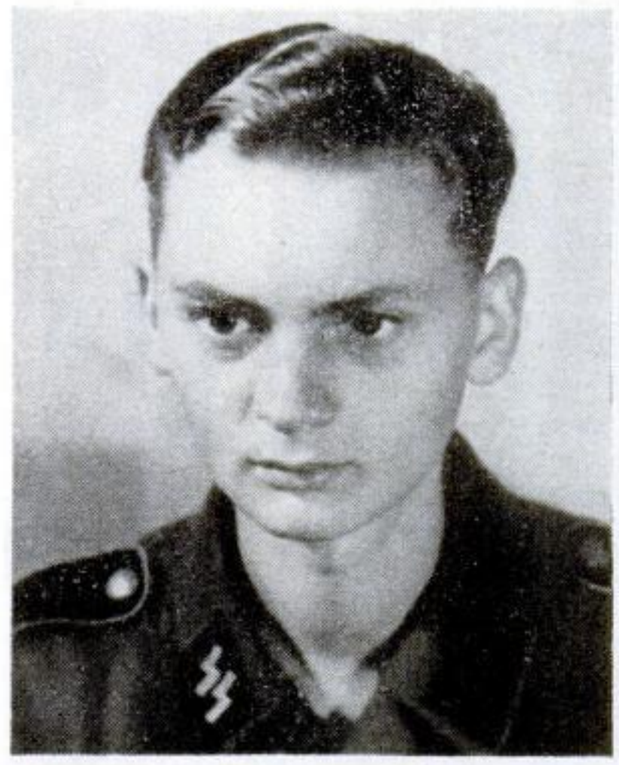

Helmut's Grave →

"My brother Helmut," says Otto, "was not yet born when the family picture (*p. 105*) was taken, and he was not yet 20 when he died of tuberculosis as a prisoner of war. We only remember him as a tiny tyke with curly hair. When he was about 9 years old mother wrote that Helmut had gotten a Hitler haircut. We wrote back and warned her that Helmut would never grow a Hitler mustache, and that put an end to our correspondence. Helmut grew up through the Hitler organizations and graduated into the army's black-shirted elite corps, the SS (*above*). In 1945 mother got a letter to us through Switzerland. 'About Helmut, we do not know anything—' The next letter came a few months later: 'Our child of sorrow is no longer with us. Father and I were allowed to see him in an American Army prison hospital the day before he died. After a great deal of trouble we were permitted to take him home. Dead, he could come once more into our yard before we brought him to the cemetery. Just now we returned from his grave where we visit him every day. While he lived we could not visit him, now we are making up for it.' "

Sofie's Search

"Uncle Fritz," says Otto, "is 'pendling' for my sister Sofie and her son Siegfried, to divine the fate of Sofie's husband Edward (*right*), missing in Russia since 1944. 'He will be home by March,' Fritz predicted. But Edward was not. In 1947, Sofie had written us, 'Too much worrying is no use. The best is to live like an ox. One thing is certain, we don't want any more war, rather to be killed with the first bomb, so much do I fear war.' Sofie kept making the rounds of prisoner-of-war dismissal camps and railway stations to talk to returning prisoners. A few days ago, she wrote again. 'I have now learned that Edward was wounded in the belly in 1944. The truck on which he lay was left standing because there was no more gasoline. I would have wished him a more beautiful death.' "

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How to Survive Parenthood

Theories on how to raise children have come full circle as parents get "neuroses-neurosis" wondering what to do with and to the kids

BY ROBERT COUGHLAN

JOHNNY JONES was a good boy, for a 2-year-old, but he had a bad habit: he sucked his thumb. "He'll *ruin* his mouth," his grandmother said to his mother. "Put some alum on it. That's the way I cured you." So Mrs. Jones stopped in at a drugstore, bought some alum and coated the thumb. Johnny stuck it in his mouth, made a terrible face, yelped and began to cry. Then he stuck his thumb back in his mouth and kept it there.

Mrs. Jones got out her copy of Dr. Holt's *Care and Feeding of Children*. She looked up thumb-sucking and read with mounting dismay: "When persisted in it may produce a misshapen mouth or fingers . . . and it may lead to thrush or other forms of infection of the mouth." And further: "[It] may be often controlled by wearing mittens or by winding a strip of adhesive plaster about the finger. In more obstinate cases it may be necessary to confine the elbows by small pasteboard splints. . . . The hands should be fastened to the sides during sleep." Taking the alum experiment as a sign that Johnny's was an obstinate case, Mrs. Jones, with the engineering help of Mr. Jones, constructed a pair of splints. That night they put them on Johnny, and for final measure pinned his sleeves to the sides of his pajamas. Then they retired to their room, trying not to hear his yells of rage. He cried for several hours. "Poor little lamb," said Mrs. Jones. "It's for his own good," Mr. Jones said firmly. Finally there was silence, and the Joneses relaxed and went to sleep.

The next morning, when they went in to see Johnny, they found him sitting up happily in bed sucking his thumb. The splints were off, and the safety pins were not to be seen. "God, maybe he's swallowed them!" cried Mr. Jones, rummaging through the sheets. There was a wild search; then: "No, here's one on the floor. And here's the other one!" Mr. and Mrs. Jones retired shakily to the kitchen for coffee.

That morning, while out gardening, Mrs. Jones fell into conversation with Mrs. Smith, who lived next door, and told her what had been happening "We never had that *particular* trouble with Willie," Mrs. Smith said. "We used Bartlett. Just a minute, I'll run in and get him and see what he says." She came back from the house with *Infants and Children* by Dr. Frederick H. Bartlett, and turned to "Habits." "Let's see now," she said. "Yes, here he says: 'You may ask about using mitts, about splinting the elbows so the baby can't bend them enough to get his hand to his mouth, about tying the wrists to the side of the crib so the baby cannot get at his hands during the night. All I can say is that these things . . . may become correctives that are worse than the habit itself. . . . Bitter substances painted on the fingers are useless and are apt to concentrate the child's attention on the habit. . . . I can give you very little help. . . . Use all the ingenuity you possibly can and be sure the child has toys that he can do things with.' Oh, and here he says, 'You will also be told that it will deform the jaw, spoil the proper alignment of the teeth and cause enlargement of adenoids. There is some question whether any of these conditions can be laid to thumb-sucking.' "

"Well, that part's encouraging, isn't it?" said Mrs. Jones. Then, nervously, "But he says there's just 'some question.' I think I'll try getting some new toys."

Johnny was very happy about the toys, especially the blocks, and for the first few hours seemed to forget all about his thumb. Then, that evening, as the Joneses were sitting in the living room, listening to the radio and idly watching Johnny build a tower of blocks, Mr. Jones said suddenly, "Look!" Johnny had put his favorite thumb in his mouth and was moving the blocks with his left hand. "Oh, dear," Mrs. Jones said. Mr. Jones watched somberly for a moment and then a dark idea crossed his mind. "If he plays with his left hand and gets used to it," he asked, "isn't that supposed to give him a neurosis, or something? Make him nutty?" "Oh, dear," Mrs. Jones said, trying to remember something she had read about that. "I think *so*."

Mrs. Jones stopped in at a drugstore, bought some alum and coated the thumb.

"A traumatic experience . . . such as the custom of a robust father of swooping down on a child."

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The next day, in some alarm, Mrs. Jones parked Johnny with Mrs. Smith and set off for the public library. The librarian helped her find several magazine articles, and with these at her elbow she settled down to learn the worst. In the first article she read that thumb-sucking tends to run in families. "Poor little boy," she thought; "he inherited it from me." The next article told her that thumb-sucking in babies older than a year is the result of their not having had enough nursing time to satisfy their natural "sucking instinct." Mrs. Jones remembered that Johnny often had taken his bottle in only 10 minutes. "And I thought it was wonderful that he had such a good appetite," she reproached herself. But in a later issue of the same magazine another author, whose credentials looked equally impressive, pointed out that sometimes when children nurse as often and for as long as they wish, thumb-sucking develops anyway, leading to the conclusion that ungratified sucking instincts are "of minor importance" as a cause. In the next article she learned that some children suck their thumbs because they have been allowed to spend *too much* time nursing, hence associate sucking with comfort and satisfaction, and after weaning try to recapture the sensation with their thumbs. Mrs. Jones sat for a few minutes after finishing this article, trying to piece together what she had learned so far. At last, deciding that she was stupid as well as a bad genetic type, she gave it up and turned to the next article.

"The etiology of thumb-sucking is obscure," the author stated. Mrs. Jones sighed deeply and read on: "However, in most children who suck their thumbs environmental factors are found to be important, particularly those having to do with the quality of the emotional atmosphere. The child often has been rejected by one or both parents, whether consciously or unconsciously, and in infancy usually has been denied an adequate amount of real affection. Tensions, lack of love, and disagreements between parents, leading to a sense of insecurity in the child, are also a causative factor. Any traumatic experience, resulting in anxiety, may bring the same result: such, for example, as the custom of a robust father of swooping down on a child and engaging in too-strenuous play activities with him. . . . It is an infantile expression, representing a wish to escape from reality . . . is auto-erotic . . . may result in feelings of inferiority and guilt. . . ."

There are some 40 million children in the U.S. . . . Each of them has at least one disagreeable behavior pattern and, more likely, several.

Mr. Jones was late getting home that afternoon. He kissed Mrs. Jones when she opened the front door, and then, seeing Johnny playing with his blocks on the living-room floor, bounded over to pick him up. He was frozen into the posture of a drop-kicker by an urgent cry from Mrs. Jones, "John, don't *swoop!*"

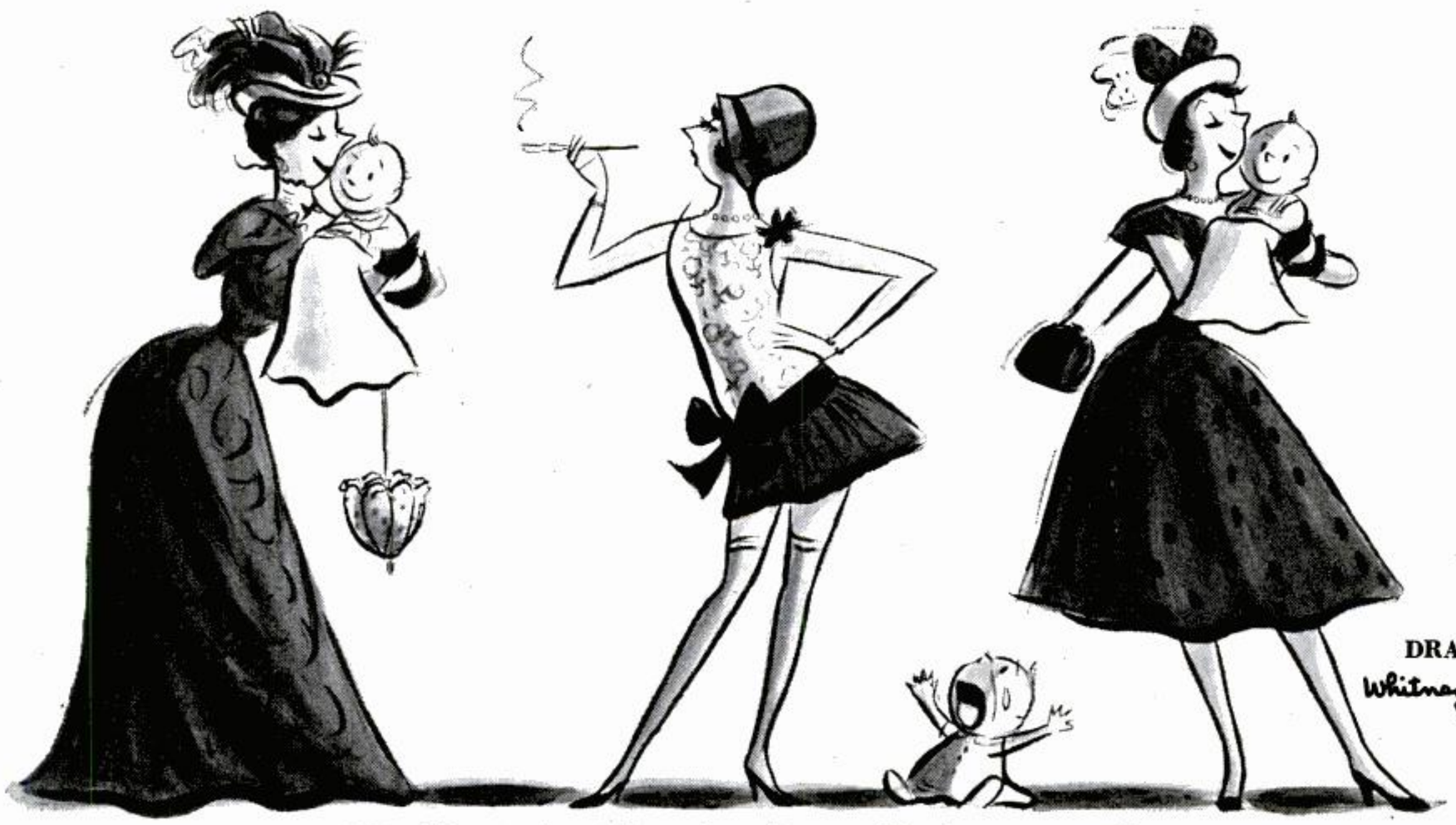
"What? What's that?" asked Mr. Jones, turning in alarm.

"I'm sorry," Mrs. Jones said. "Never mind, I'll explain it later."

That night, after Johnny was tucked in, Mrs. Jones told her husband what she had found out. An expression of perplexity was on his face as she finished. "I don't *think* I reject him," he said. "I've always thought I was crazy about him." Mrs. Jones nodded gloomily. "I've always felt the same way." They sat quietly, staring at the floor. "But there's something wrong, evidently, with our emotional atmosphere," Mrs. Jones said. "John," she went on suddenly, forming the words with an effort, "I want you to be honest with me, even if it hurts. Do you *really* love me?"

"Well, for Pete's sake," said Mr. Jones. "Of course I do."

Mrs. Jones gave her husband a searching look. "But do you *really?*" she asked, and began to cry.



1890: "Love is the mighty solvent." 1920: "Let 'em cry it out." 1950: Babies need love and affection.

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Which Twin has the Toni?

Diane and Barbara Stirling of Los Angeles, California. Says the Toni Twin, "My Toni is the most beautiful wave I've ever had . . . my hair has never looked so lovely or felt so wonderfully soft." Which is the Toni Twin? See answer below. Hair styles by Don Rito.

Toni looks as lovely as a $20 permanent —feels as soft as naturally curly hair*

When you choose Toni—for only one dollar you are getting the very finest permanent there is. A wave that's caressably soft like naturally curly hair . . . and guaranteed to look just as lovely—last just as long as a permanent costing $20. (*Including shampoo and set).

What is Toni's secret? It's the lotion. Toni waving lotion is an exclusive creme formula—especially created to give you a wave that's free of harsh frizziness—a wave that *feels* and *behaves* like naturally curly hair. But remember, only Toni has this superb waving lotion.

Wonderful results—again and again! What better proof of Toni quality! Only Toni has given over 67 million lovely, long-lasting permanents. Some women have used Toni ten times or more and say their waves are always soft, natural-looking, easy to manage. Letters of praise come from women with every type of hair—even gray, bleached and baby-fine hair. So whether you are buying your first Toni or your tenth, you can be sure of getting a wave with that natural look. Barbara, the twin on the right, has the Toni.

P. S. For a lovelier you—get Toni Creme Shampoo and Toni Creme Rinse, too.

Glamorous Cathleen Treacy, one of Chicago's loveliest models, says: "Every fashion model agrees that the best permanent is a wave that's soft and natural-looking. That is why so many of us use Toni Home Permanent."

NEW!

TONI MIDGET SPIN CURLERS

For perfect neckline curls far easier—far faster!

Wonderful for new, short hair styles. Winds short, wispy ends closer to the head for longer-lasting curls.

SPECIAL! Toni Refill Kit with 6 Midget SPIN Curlers and Toni Creme Shampoo. $1.50 value ONLY **$1.33**

A few weeks later, for no apparent reason, Johnny stopped sucking his thumb. At about the same time the friendly librarian sent over a book that had just been added to the medical shelf, *Psychologic Care During Infancy and Childhood* by Drs. Ruth and Harry Bakwin. It was marked at the section on thumb-sucking, and Mrs. Jones opened it and read, "Thumb-sucking has no effect on palatal configuration. Occasionally it displaces the teeth, but teeth displaced in this way are readily replaced or resume their normal positions spontaneously when the habit is discontinued, since the jaws continue to grow normally."

"Isn't that wonderful," she sighed to herself. "His teeth haven't been hurt at all." Then she quickly turned to the index, found the "Ns," and began to run her finger down the list, rather gingerly, since the finger tip was quite sore. "Maybe they'll have something," she thought hopefully, "that'll explain why I've developed this darned habit lately of biting my nails."

The sad story of how Mrs. Jones became a nail-biter is one that is duplicated in essence, if not in fact, several million times a year. The estimate may be too conservative. Since there are some 40 million children in the U.S. under the age of 15; and since each of them has at least one disagreeable habit or behavior pattern, and more likely, several; and since the median of children per family is two: it therefore stands to reason that roughly 40 million U.S. parents are in more or less of a quandary. Not many of them take the amount of trouble that Mrs. Jones did and hence do not become as confused as she did. However, it takes no more than an evening among the young married set to sense that there is a mass anxiety among literate parents as to what to do and what not to do with, for, to and about their children.

Parental anxiety is not new, to be sure, going back at least as far as Adam and Eve, whose first son Cain was badly maladjusted. But it is new, or at least recent, in kind. Only a lifetime ago, when an estimated one out of four babies born in the U.S. died within the first year, it was a triumph merely to have raised a child. Survival was the main concern; and "good character," although by no means neglected, was assumed to be the result of "good influences," fortified by the Bible at one end and a birch rod at the other. The emphasis has been changing for several decades past and among many parents has been reversed, as a result of two developments.

The birth of the "neuroses-neurosis"

ONE has been the amazing progress of medicine, which has reduced infant and child mortality to levels that would have been hard to imagine 70 years ago. The other has been the rise of psychiatry, whose best-known pioneer, Sigmund Freud, was forming his early theories at about the same time that methods were being developed for immunization against diphtheria. Gradually, as parents came to take for granted good physical health in their children, it was possible to afford the luxury of worrying more about their mental health. As the psychiatrists soon made clear, there was plenty to worry about. Infantile heads turned out, in their findings, to be full of the most unpleasant ideas which, if not channeled constructively, produced crippling neuroses in later life. The modern mother soon became nervously aware that "behavior is caused"—*i.e.*, that when Junior pegged the rock at the corner policeman it may well have been because she had toilet-trained him too sternly. The later development of "psychosomatic medicine"—the study of physical disabilities caused by psychological troubles—increased her anxiety. The final result might be thought of, in the language of the times, as a "neuroses-neurosis"; that is, a neurosis brought on by excessive fear of neuroses.

Like many other neuroses, the "neuroses-neurosis" may be traced back in part to feelings of frustration and uncertainty. For example, it is possible to drive a rat crazy by putting him in a maze, changing the exit as soon as he has learned the way out, changing the new exit when he has learned his way to that one; and so on. Similarly, a parent who reads that *this* is the way to raise well-adjusted children, only to read somewhere else that *that* is the way, and to discover elsewhere that *another* way is better, may soon give up in befuddlement and relieve his feelings of resentment by fetching the child a smack on the ear, which all authorities agree is wrong. The possibilities for total confusion in child-rearing can be appreciated from the following fact: a mother who had her first child in 1930, when she was 20, and her last when she was 40, in 1950, would, by following the practices most widely advised at each time, bring them up by exactly opposite psychological methods.

Taking three of the leading women's magazines as a good barometer of child-raising theories, Dr. Celia B. Stendler of the University

CONTINUED ON PAGE 116

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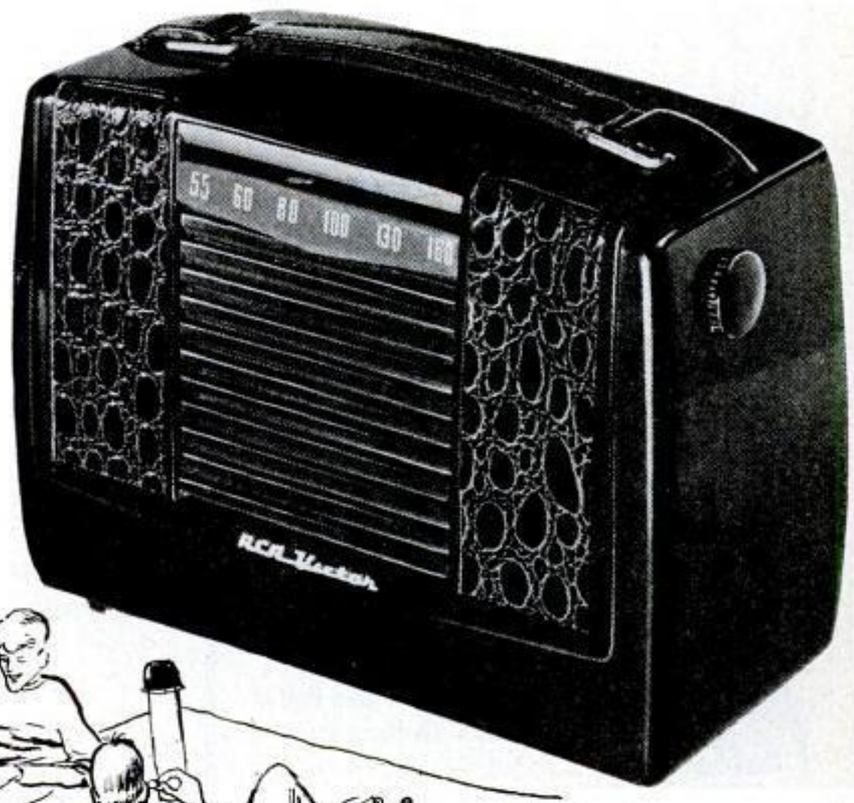
Set summer to Music with an RCA Victor, Pick of the Portables

Only RCA Victor instruments have the "Golden Throat"—finest tone system in RCA Victor history.

Summer evenings are lovelier than ever set to music. This fine, new RCA Victor portable (at right), with the "Golden Throat," has plenty of volume even for outdoor dancing. It's extremely lightweight with RCA Victor *quality* in every detail of design and construction. Dark maroon plastic case with alligator-grain trim. Plays on AC, DC or on its battery. RCA Victor BX57. **$34.95** *Less batteries*

School's out—and so are the youngsters when they can hear their favorite shows *outdoors* on a portable of their own. This one (at right), plays on its battery and indoors, too, on either AC or DC. It has the "Golden Throat." In lightweight maroon plastic, it's easy to carry—and easy on the budget, at a new low price for RCA Victor quality. RCA Victor BX55. **$29.95** *Less batteries*



Even the umpire sounds good when you hear the game through the "Golden Throat"! The "Globe Trotter" (above), has this exclusive RCA Victor tone system. It's extremely powerful, too—brings in even distant stations clearly. In lightweight, *weatherized* aluminum and plastic. Plays on AC, DC or on its battery. RCA Victor BX6. **$49.95** *Less batteries*

Prices shown are suggested list prices and are subject to change without notice. Slightly higher in the far West and South.

Always buy RCA batteries—They're radio-engineered for longer listening.

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of Illinois recently published, in the *Journal of Pediatrics*, an analysis covering the years from 1890 to 1949. Of the early years, she noted, "This was the day when Mother knew best; there was no book, no scientific authority to shake her maternal self-confidence, and she could tend her flock with the calm assurance that her 'instincts' were right." She was urged (in 61% of the articles) to establish a good Christian atmosphere in the home, to be "good, honest, cheerful, and orderly because whatever kind of behavior she portrayed, the child would imitate"; to allow a good deal of freedom of choice, to reward good behavior and, when these tactics failed, pray for divine intervention. This formula survived through the turn of the century, when one authority wrote in the *Ladies Home Journal*, "Love, petting, and indulgence will not hurt a child if at

"Treat them as though they were young adults. . . . Shake hands with them in the morning."

the same time he is taught to be unselfish and obedient. Love is the mighty solvent." By 1910, however, love and indulgence were being looked at with a good deal of suspicion, and mothers were being advised to put their children on a strict schedule and to punish them when they did wrong. Since the new science of child psychology had as yet produced no evidence to support these ideas, the change is rather mysterious. Dr. Stendler guesses that it was the result of the general urge for "reform" that was in the air: trusts were being busted, railroads were being regulated, and babies came in for their share of it. In any case the trend went on through the '20s and into the '30s, greatly strengthened by then, however, through the emergence of a brand-new, "scientific," guaranteed up-to-date psychological discovery called Behaviorism, whose founder and prophet was John B. Watson.

Dr. Watson's heir-conditioning

WATSON, a professor of psychology at Johns Hopkins University, had tested many newborn and very young babies and had found to his own satisfaction that the human infant is born with only three emotions: fear, at being dropped or hearing a loud noise; love, at being caressed; and anger, at being physically restrained. For the rest, Watson maintained, he was a lump of damp clay, ready to take any imprint that might be pressed on him. His parents thus became almost wholly responsible for his fate: they could make him a genius (in any field they wished) or a dolt, a psychopath or a happy, confident exemplar of good adjustment. Since adult affairs are run by the clock, Watson said, the sooner the baby learned respect for routine the better: hence he should be put on an early and rigid schedule for sleeping, eating and elimination. And since the world is often a pretty tough place, he should be "conditioned" to rely on no one but himself—no cuddling, no petting, no quarter given in any direction. "There is a sensible way of treating children," Watson wrote. "Treat them as though they were young adults. . . . Let your behavior always be objective and kindly firm. Never hug and kiss them, never let them sit on your lap. If you must, kiss them once on the forehead when they say goodnight. Shake hands with them in the morning. . . . When the child can crawl, give it a sandpile and be sure to dig some holes in the yard so it has to crawl in and out of

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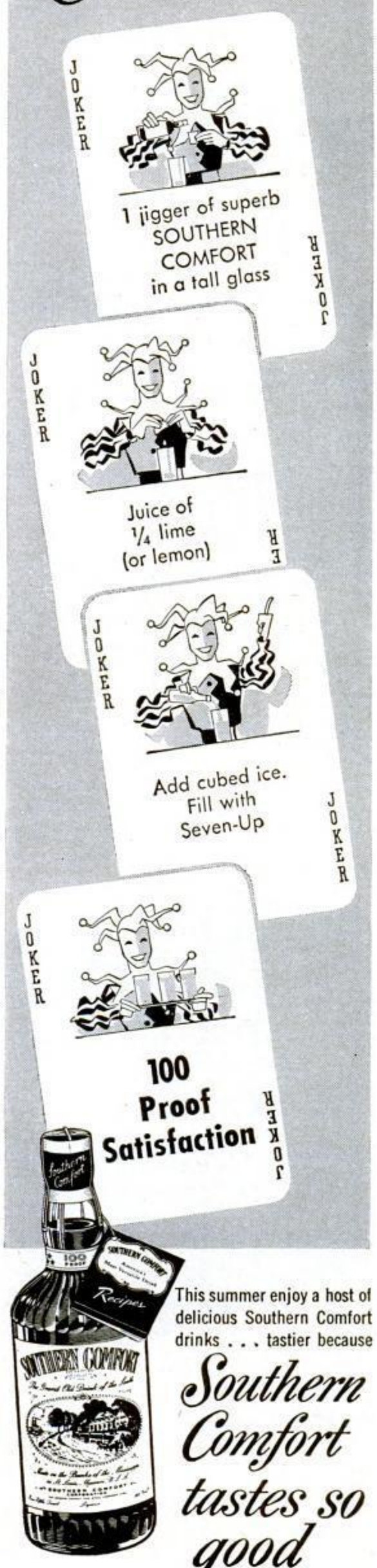
YOU'LL BE WILD ABOUT THE TASTE OF THE NEW
Canasta Collins



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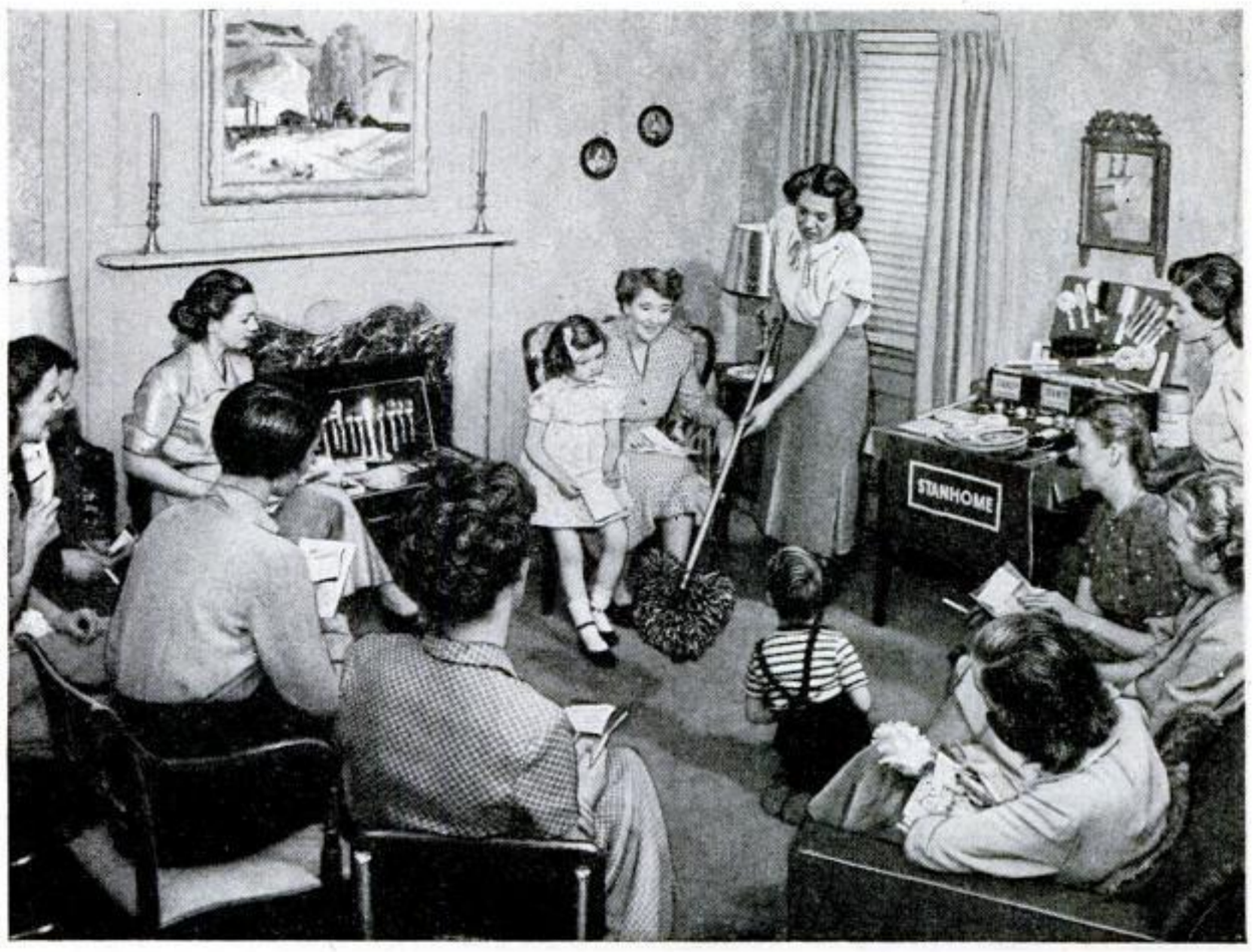
"Why women friends and neighbors are so glad to come to MY PARTIES"



"EVERY ONCE in a while I entertain a dozen or more of my women friends and neighbors at a Stanley Hostess Party. These delightfully informal gatherings are so easy to arrange. I just invite in my Stanley Dealer and this highly trained specialist takes charge of seeing that everyone has a good time. To reward me for being the Hostess, my Dealer gives me my choice of many valuable Stanley Party dividend gifts, precious silverware, cutlery sets, steak knives, Brown Beauty Mop and Split Duster sets and the like. Each of my guests also gets at least one fine gift. But these gifts aren't the chief reason why my parties are so popular. Let me explain—

Such a convenient way to shop for so many wonderful products**

"About everyone now, I guess, knows about Stanley's famous Quality Plus products, marvelous products for better personal grooming! Wonderful time and labor-saving products to improve the beauty and cleanliness of every room in the home! Most everyone knows, too, as my friends and neighbors do, that these Stanley Products are sold by independent Stanley Dealers at Stanley Hostess Parties like mine. Parties at which we all sit and shop in comfort, far away from the push and rush of downtown crowds. These products and this convenience are the big reasons why women are *so glad* to come to my Stanley Parties. Why don't you, too, hold your own Stanley Hostess Party soon?"

****Ten Thousand Women are Hostesses at Stanley Parties Every Day**

Guaranteed by Good Housekeeping

Ask your Stanley dealer how you can get as a gift this famous "Brown Beauty" Set.

THE SPLIT DUSTER of high-quality chemically-treated brown cotton yarn, lets you dust thoroughly around chair legs, rungs, stair railings, piano legs, window and door moldings, "on all sides at once" with less bending, stooping or stretching.

THE DRY MOP also of chemically-treated cotton yarn, is wonderful in the way it saves time and work in keeping floors clean and beautiful. It glides under low furniture easily, cleans perfectly around beds and in room corners. Its big, fluffy head flips over to give you twice as much dusting space as the old-fashioned mop. A lamb's wool protector prevents marring of baseboards and furniture legs. When you shake this mop, the head can't pop off.

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A STANLEY HOME PRODUCT

Originator of the Famous Stanley Hostess Party Plan

To learn how you may be a Stanley Party Hostess . . . or for any information about Stanley . . . write or phone your Stanley Dealer, your nearest Stanley Home Products, Inc., Branch Office or Stanley's Home Office in Westfield, Mass.

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them. Let it learn to overcome difficulties almost from the moment of birth. . . . If your heart is too tender and you must watch the child, make yourself a peephole so that you can see it without being seen, or use a periscope. . . . Most mothers should be indicted for psychological murder. . . . It is a serious question in my mind whether there should be individual homes for children—or even whether children should know their own parents. . . . In 50 years there will be no such thing as marriage. . . ."

Behaviorism suited the temper of the streamlined '20s and was a huge popular success. Watson himself went on to a rich, new life as a vice president of the J. Walter Thompson advertising agency. It should be added that he made little impression on the practice of pediatrics, if only because pediatricians had not yet begun to concern themselves much with psychological care. The enormous influence of his ideas on child-guidance advisers, however, is indicated in Dr. Stendler's tabulation for 1920 and 1930: in the former year, the "keep-a-strict-schedule, let-'em-cry-it-out" theory was expressed in 100% of the articles, and in 1930, 75%.

The remaining 25% in 1930 introduced what then seemed a daring conception. It was that babies need love and affection. As developed over the next two decades, this theory sprouted corollaries: that outright "mothering" and "cuddling" were good for the child; that each child is an individual, and should not be strait-jacketed by a preconceived schedule; that a good deal of freedom is desirable; that a happy, orderly, morally integrated home life (not unlike the "Christian atmosphere" of the '90s) is the best possible guarantee that a child will grow up with a well-adjusted personality. Dr. Stendler's final tabulation (1948–49) finds this belief endorsed by 100% of the experts. Thus in the popular literature, the only kind that reaches most parents, the cycle would seem to be nearly complete.

The theories and the facts

THE average citizen, inclined to accept "scientific discoveries" at face value, may well ask how this happened. If Watson was right in 1920–30, why not in 1950? The answer would seem to be that he never was right but was the enthusiastic victim of his own mistakes, from which he leaped to very large and totally unwarranted generalizations. Later experimenters, in seeking to verify his findings, not only failed to do so but often found results that were exactly contrary to his. "Surely then," the citizen may ask, "if Watson is wrong, is not the latest theory based on solid, demonstrable fact?" And the answer is that in many instances it is not.

Much of it is, instead, based on fragmentary and sometimes conflicting evidence, plus a large amount of inference and deduction. Last year, in the *Psychological Bulletin*, Yale Anthropologist Harold Orlansky examined some of the basic theories of the new doctrine to see whether they were supported by scientific data. Briefly summarized, this is what he found:

THEORY That the emotional health of a child is benefited if he is breast-fed instead of bottle-fed, and if he is allowed to nurse as long and as often as he wishes.

The evidence is conflicting on both counts. Other things being equal, breast-feeding appears to be advantageous, although not decisively so. If standards of hygiene in a home are not high, or if the mother is emotionally disturbed or has any tendency to reject the child, bottle-feeding probably is better. As for "self-demand" nursing, only two controlled experiments have been reported, with results exactly opposite to each other.

THEORY That "mothering"—overt forms of affection such as cuddling and petting—is necessary to give a child a sense of emotional security.

There is a good deal of evidence to support this view, but not enough, Orlansky thinks, to justify the "rhapsodic" extremes to which some experts carry it. And again, there are examples to the contrary: "Until they are one year old, the Albanian children are bound securely to a wooden cradle customarily placed in the darkest corner of the room, often with a cloth thrown over their heads so that no light is visible. . . . [Yet] their social behavior, as measured by responses to the experimenters in a series of standardized tests, was equal or superior to the norms for Viennese children of the same age."

THEORY That early toilet-training makes a child stingy, petty and overmeticulous, whereas late training gives him a lasting sense of freedom and spontaneity.

This is one of the basic "discoveries" of Freud, some of whose followers erected a whole theory of Western civilization on it. However, there is almost no experimental evidence to support it.

THEORY That if a child is frustrated he will grow up with feelings of hostility and aggression.

CONTINUED ON PAGE 120

These Dickies GUARANTEED SHIRTS & PANTS

MATCHED SUITS GIVE YOU BETTER LOOKS FOR HARD WORK AND PLAY

On the job, around the house, or roughing it, you look better, feel better in smarter - looking Dickie's.

Dickie's shirts are modified form-fit with three sleeve and tail lengths for each collar size.

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Fully Sanforized, Dickie's matched suits keep their just-bought looks after repeated washings.

Try a suit of famous Dickie's soon—see and feel the difference. Graduated sizes for men and boys.

Write for name of your Dickie's Dealer

Williamson-Dickie Manufacturing Co.

SOLD IN 48 STATES

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If your skin can't take the sun—

NEW SUN ALLERGY CREAM

PREVENTS BURNING, BLISTERING, AND TANNING

• If you shun the sun because your skin can't take it—here's the product you've been waiting for! It's new Skolex Sun Allergy Cream, an exclusive formula made especially for those whose skins are extra-sensitive to the sun's rays.

NOT A SUNTAN PREPARATION

• Skolex is many times more effective than suntan products. It is virtually impenetrable to the ultra-violet rays of the sun. Therefore it protects from burning and blistering even those whose skins are extra-sensitive. Skolex is easy to use and pleasant to apply. Ask your druggist for a tube today. Enjoy your place in the sun tomorrow.

SKOLEX

SUN ALLERGY CREAM

REFRESH WITH Kool-Aid

COOL OFF in a jiffy. Quickly make a tall glass of frosty flavorful Kool-Aid. Better still, make a big pitcher of delicious, ice-cold Kool-Aid for the whole family to enjoy. Children love it. Six tangy flavors. Kool-Aid costs only 5¢ a package!

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Douglas Fairbanks, Jr., 5 years in the Navy, many times decorated, is an executive of CARE. He'll soon be seen in "State Secret."

Ezio Pinza, greatest basso, is 6' 1", 190 lbs. of debonair magnetism. This month "South Pacific" loses him, Hollywood gains him.

Rear Admiral Harold B. Miller, U.S. Navy, Ret'd—aviator, author, golfer—was, before retirement, the youngest Rear Admiral.

More and more it's a young man's world.

Science says we're about 16 years younger than our fathers were in their day.

Do you live it, and look it?

Born in Ancient Rome, chances are, you'd have died sometime between your 20th and 30th year. By 1940, the average person's life expectancy was 63. And in the next six years, science presented us with the gift of yet another *five years* of life.

This roll-back of our years is happening so fast, our thinking cannot keep pace with it. Do you set your gauge by your father's time on earth? It's not only enjoyable—but *necessary*—to calculate how man's youth has lengthened, and to live your life accordingly. Splice that 16 years you've gained, right into your middle youth.

This has been man's dream since the world began: to have the ease and knowledge of maturity—with the look and buoyancy of youth. And with more and more men every year, this is a dream come true . . . How they do it is no secret. They use not only their forks, but their brains, as they eat. They're active physically, mentally, socially. And it's a sort of second nature to take a young man's care of their appearance—always. This seems to be a part of that spirit which keeps man young.

"Trifles, little attentions, done or neglected, will make you either liked or disliked in the general run of this world." Just a few minutes' attention contributes amazingly toward the kind of face everyone likes to look at—scrubbed, fresh, healthy-looking.

It's this: before you shave, give your face a good douse of the tap's hottest water. Your barber does it after you shave. But dermatologists say it does you twice the good before you shave. One, it brings up your own nourishing, renewing blood. Two, it softens hair for an extra-quick, clean shave.

However you shave, we have worked out a preparation that we believe to be superior—in very *definite* ways.

Special preparation tones and actually soothes your skin

But it is the everyday use of Williams Aqua Velva after you shave that will do the most to give you a look of healthy skin freshness. Regularly used, this circulation-rouser brightens and braces your skin as nothing else can.

Williams Aqua Velva is full of good sensations. Tonic freshness. A masculine scent. It keeps your skin flexible and comfortable . . . its natural moisture intact. And that helps protect it from sun, wind, cold. Another way Aqua Velva looks after your face: it lends first aid to scrapes or skin-breaks, keeps your skin *feeling* soothed, *looking* young!

*For **brush** users . . . a unique preparation*

Williams Shaving Cream offers your skin a new comfort—extract of lanolin—an emollient remarkably like that contained in all human skin. Extract of Lanolin is a highly concentrated form of the active elements of soothing Lanolin. We're proud to say that it's found only in Williams.

*A better **brushless** shave, thanks to two special ingredients*

Williams Glider Brushless contains a special ingredient—a refined, natural oil—which softens your beard and enables the razor to cut your whiskers close and clean without scraping.

Another special ingredient, found only in Williams, helps replace the skin's own natural oil. Rubbed well into the skin, it helps to keep your skin smooth and young-looking.

*If you use a **Schick, Remington,** etc. . . . a special beard conditioner*

Williams Lightning Lectric is a pleasantly fragrant liquid that softens your beard so that it almost wipes off. One special ingredient prevents sticky perspiration from slowing up your razor.

Another special ingredient lubricates not only your skin, but the razor-head—giving you a faster, closer shave. After using Williams Lightning Lectric, your skin feels happy; has a fit, healthy look you'll like.

***After any or all shaving**—use the world's most popular after-shave lotion*

Never miss Aqua Velva after your shave. Any time you want a quick refresher use Aqua Velva.

• • •

We put our first shaving preparations on the market in the year 1840. Since then our products have held the public approval. Their good name has grown and grown, for an obvious reason: men know these products do the work, and do it better. Year after year, more and more men are using Williams products. Year after year, more and more men are looking young and healthy.

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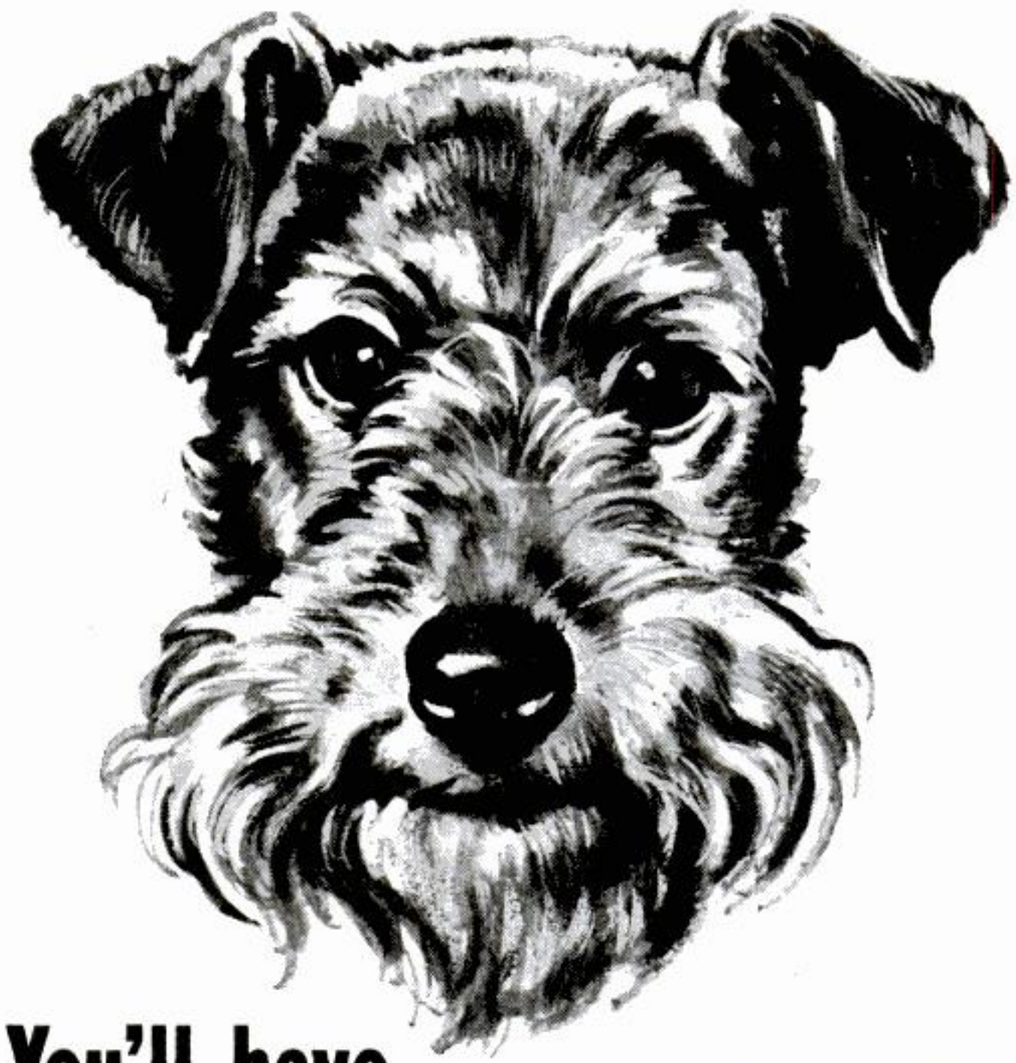

You'll have a dog that's more fun to live with if you keep him in the pink. And it's easy—with safe, fast-acting Sergeant's Dog Care Products to help you. There's one for nearly every minor malady—worms, fleas, ticks, itching, poor condition, ear trouble. All approved by consulting veterinarians. Trusted by dog owners for 75 years. **FREE:** Sergeant's Dog Book. One of the most compact and helpful volumes on dog care, feeding, training. Get your copy at drug or pet store—or write Sergeant's, Richmond 20, Virginia.

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Beat **BAKING SODA** for Acid Indigestion

Tums neutralize almost *twice as much* excess stomach acid as the same amount of baking soda. Very important, Tums can't cause acid rebound. That's why Tums give you fast—longer lasting relief. You can eat your favorite foods without suffering from heartburn, gas due to acid indigestion. Get Tums from your druggist today. Only 10¢ a roll; 3 roll package a quarter.

for the tummy

NEED A LAXATIVE TOO?

Try a 25¢ Box **Nature's Remedy** NR TO-NIGHT TOMORROW ALRIGHT

BETTER HEARING

...PLUS ECONOMY!

Try the NEW, IMPROVED "EVEREADY" "A" battery No. 1005E! People who use hearing aids 12 to 16 hours a day, say they get up to 25% LONGER service-life with this new "EVEREADY" brand "A" battery! "Light-duty" users (2 to 4 hours a day) report amazing economy, a new-found clarity of tone and quality of reception.

Ask your hearing-aid dealer!

Don't GUESS about SUN GLASSES!

Experts say—*darker* lenses, like the unique Solarex Twilight Color lens, give *best* protection from glare. Solarex lenses are Certified under U. S. Standard CS-79-40. *Absolutely safe for the eyes.*

Popular Prices

ask for **SOLAREX**

SUN GLASSES with unique darker TWILIGHT LENS

The famous **NICKEL LUNCH**

PLANTERS IS THE WORD FOR **PEANUTS**

There is documentation for the general idea, but almost none to show how much or what kinds of frustration can be borne without damage. Obviously every child must undergo some frustration. He must be frustrated from drinking iodine and embracing strange dogs, and later on from spending all his time with the radio and comic books. "The big scientific problem," Orlansky says, "is how to estimate by objective means the extent to which any single situation, as well as the whole of childhood experience, may be considered weighted in the direction of frustration or in the direction of satisfaction."

THEORY That the formation of the human personality begins at birth and that its final form is determined largely by the events of the first 18 months, or at most, the first few years.

This is a Freudian view and is most popular among doctrinaire followers of that school. Some of them carry the chain of logic back

"He must be frustrated from drinking iodine and embracing strange dogs."

to the moment of conception and maintain that the nine months of intra-uterine experience have a profound influence on the gestating psyche, culminating in the terrifying experience of birth. The true believer would find nothing surprising in Salvador Dali's remark to his dinner companion, a young lady of gentle sensibilities, "Do you remember leaving your mother's womb? I do. It was dreadful—as if I were dropped in space through a deep red sky, carried by a torn parachute."

Perhaps needless to say, there is no experimental evidence at all to support the intra-uterine view. Only one investigation of the "birth trauma" theory has been made, with inconclusive results. There is data to show that the earliest infantile experiences may make the deepest impression, and to that extent the Freudian thesis is supported, but there is equally convincing evidence that the personality continues to grow, not merely through the next months and years of babyhood and childhood, but for an indeterminate number of years thereafter. As Dr. Karen Horney sums it up in *New Ways in Psychoanalysis*, ". . . The sum total of childhood experiences brings about a certain character structure, or rather starts its development. With some persons this development essentially stops at the age of five. With some it stops in adolescence, with others around 30, with a few it goes on until old age."

Summarizing the evidence in 1947 at a meeting of pediatricians and psychiatrists, Dr. Milton J. E. Senn of Yale said, "The meager amount of reliable and useful information about psychological growth . . . should be disquieting to the leaders of American pediatrics. . . . The period of infancy and early childhood appears to have yielded relatively few facts to the pediatric practitioner concerning emotional growth [and] the period of later childhood up to puberty has been still less productive. This lack of information about psychological development is evident in all literature dealing with children, even in the literature in the field of general education."

In other words, there is very little indeed about the emotional life of children that can be proved one way or the other. Evidence is accumulating, but of necessity it is a slow job. A geneticist, working with fruit flies, can trace cause and effect through as many as 30

CONTINUED ON PAGE 123

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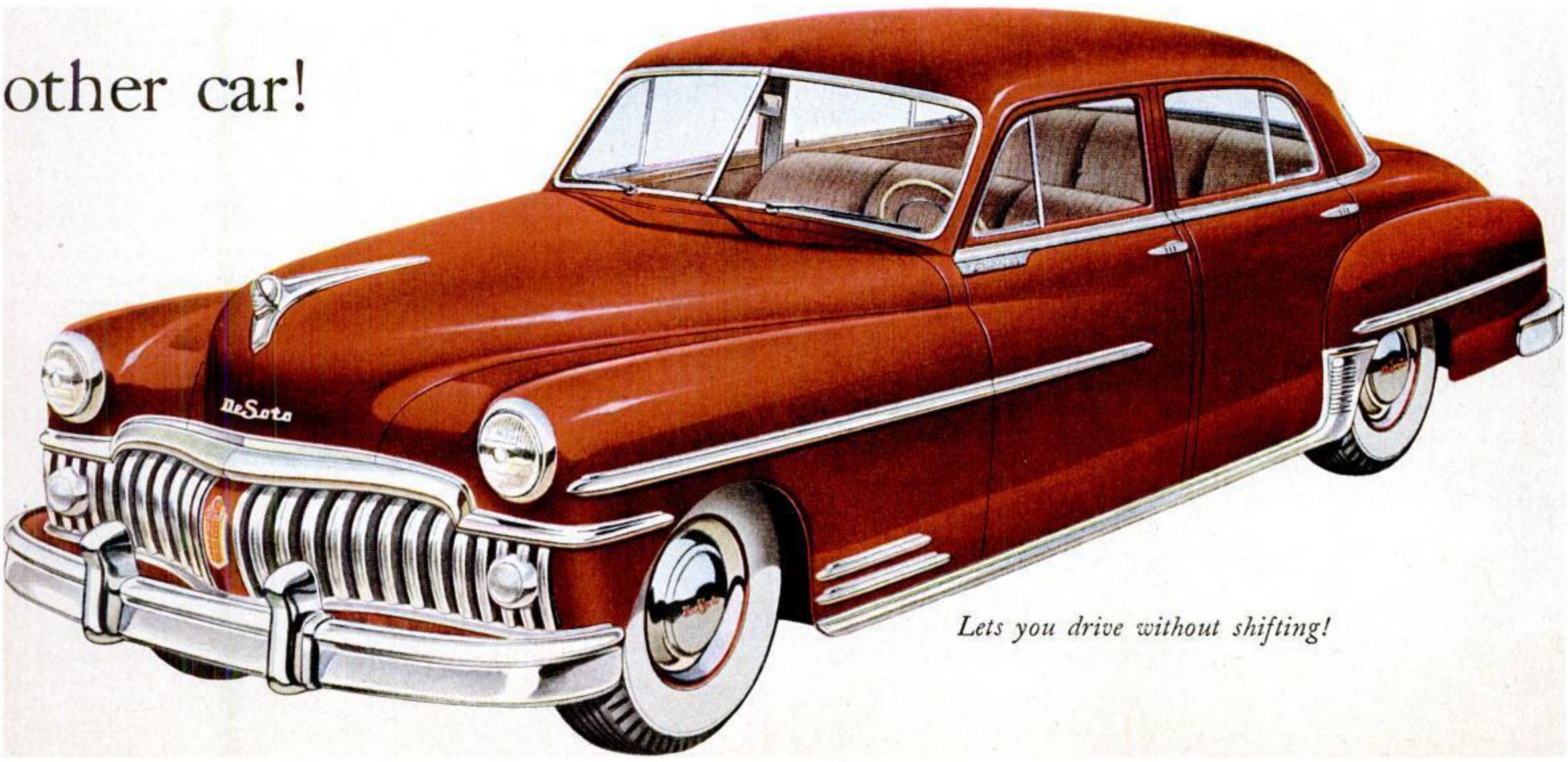
"I'm looking for a bargain!"

"I *found* one, a new DE SOTO"

Its operating cost is 'w-a-y down. Its quality and comfort are 'w-a-y up. See if it doesn't offer you more enjoyment and value-for-money than *any* other car!



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•Drive a De Soto before you decide!

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...of course, it's electric!

Giant Freeze Chest . . . Never Needs Defrosting! Keeps frozen foods and ice in fast-freezing *zero cold.*

"No defrosting anywhere..not even here!"

Yes, the Westinghouse FROST-FREE* Is the *First* and *Only* Completely Automatic Refrigerator

Remember all the mess and work of defrosting days? How the water used to drip . . . how you struggled with food . . . chipped your way through ice . . . had to refreeze your ice cubes?

Those days are gone forever! This matchless Westinghouse "FROST-FREE" Refrigerator *automatically* defrosts itself . . . *automatically* disposes of defrost water . . . and does this so fast that ice cream and frozen foods never thaw. *They stay hard.* There's nothing to touch . . . nothing to do. Automatically and scientifically, this marvelous new "FROST-FREE" Refrigerator defrosts itself *before* frost builds up . . . defrosts only when your Refrigerator needs it.

And that's only half the story!

This new "FROST-FREE" Refrigerator gives you *zero cold* in the full-width Freeze Chest—*at normal control settings*—for fast freezing and safe storage.

At the same time, it gives you safe, sure cold in the Main Food Compartment . . . and safe, moist cold to keep fruits and vegetables crisp and fresh in the two extra-size Humidrawers.

The new "FROST-FREE" has a special Butter Keeper . . . and a big Meat Keeper. A germicidal Sterilamp® light guards against transfer of food odors, protects health, insures cleanliness. There's room galore on the chrome-plated shelves. And the Arctic Blue trim adds glamour to your kitchen.

Here at last is the Refrigerator of your dreams . . . the *first and only fully automatic Refrigerator.* See this new "FROST-FREE," and other great Westinghouse Refrigerators . . . all with famous Westinghouse COLDER COLD . . . at your retailer's now. Prices start at $189.95. Westinghouse Electric Corporation, Appliance Division, Mansfield, Ohio.

*Trade Mark

Ice Cream Test Tells Story. Brick at *left* went through ordinary "automatic" defrosting in regular refrigerator. *Right* shows how ice cream stayed brick-hard during defrosting in the Westinghouse "FROST-FREE" Refrigerator.

Big Meat Keeper is deep enough for a family-size roast . . . Easily holds 16 pounds of meat.

See all the famous Westinghouse Appliances . . . at your retailer's . . . today!

YOU CAN BE SURE..IF IT'S Westinghouse

Roaster-Oven

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Hand Vac

Cleaner

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Iron

Coffee Maker

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generations in a year, but a pediatric-psychiatrist must wait for years or decades before he can hope to find cause and effect in even one generation; nor can he ever hope (short of a Brave New World dictatorship) to apply the controlled conditions of the laboratory to even one human being for the length of time necessary to insure the validity of his results. The nearest approach to a living laboratory is at Rochester, Minn., where a majority of the community of 35,000 has been organized in a voluntary child health program. Currently under the codirection of Dr. Lloyd E. Harris and Dr. Benjamin Spock, the latter the author of the best-selling *The Common Sense Book of Baby and Child Care*, the Child Health Institute takes Rochester babies from the day of birth (or of conception, with ultracooperative mothers) and tries to steer them through all the

Most 4-year-olds are bossy and rude.

pitfalls of both physical and emotional development, Drs. Spock and Harris and their staff meantime attentively taking notes. Ultimately, as Dr. Spock defines the job, they hope "to learn what makes for good physical, intellectual, emotional and social development, what part is played by constitution, what parental methods and attitudes foster successful adjustment, and what other environmental factors seem important. Of equal importance is to learn, with more certainty than psychiatry has been able to provide from retrospective study of the mentally ill, what are the earliest and basic causes of disturbances and at what precise stages of development the personality is most vulnerable to injury." From this broad-scale experiment, and from smaller ones now going on in such assorted places as the Samuel S. Fels Research Institute for the Study of Human Development in Yellow Springs, Ohio, the Merrill-Palmer School in Detroit, the Denver Child Research Council, the Iowa Child Welfare Research Station, and the California Institute of Child Welfare, the inexact science of child guidance may get the evidence it needs to become a real science—in a decade or two or three.

Until then Dr. Spock, for one, is careful not to jump to any unqualified conclusions. His advice on psychiatric problems, when he gives it, is usually hemmed in with such phrases as, "It is my impression" or "It's probably a good idea," and he warns parents not to take him or any other expert too seriously. ". . . I want to urge you," he says in the preface to his excellent book, "not to worry or to decide that you have made a mistake with your child on the basis of anything that you read in this book (or anywhere else, for that matter). . . . We don't know all the answers yet."

But are parents, then, to conclude that there are no guideposts at all along their responsible and difficult path—that the years since 1890 have produced nothing but a cyclic return to a fad? Even the most iconoclastic student of child-rearing would not go so far. As has been seen from Orlansky's survey, there is concrete support for the beliefs that a child needs love (overt or not, so long as it is communicated) and freedom (enough, at least, to prevent feelings of chronic frustration). Nor can the merely intuitive and deductive conclusions of the child psychiatrists be dismissed out of hand. Intuition and deduction are valid tools of science, even of the highest mathematics, and the proof of their usefulness in child psychiatry

CONTINUED ON NEXT PAGE

Buy with confidence where you see displayed the beautiful, four-color MORRELL PRIDE MEATS advertisement shown on another page of this issue. It's the sign of a quality store that takes pride in selling you the best in meats. John Morrell & Co., Ottumwa, Iowa; Sioux Falls, S. D.; Topeka, Kansas.

FOR BEST RESULTS SHAVE WITH..

No brush
No lather
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RELIEVES PAIN OF HEADACHE • NEURALGIA NEURITIS

FAST

The way thousands of physicians and dentists recommend

Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, it contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physician. If you have never used Anacin, try it yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

For a carefree vacation...

Go Pullman

COMFORTABLE, DEPENDABLE, AND-ABOVE ALL-SAFE!

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is that they often get results in the treatment of neurotic children. The point to remember about the "discoveries" of psychiatry is that most of them are theories only, not declarations of immutable and universal law, and that they should be used sparingly and gingerly and always tentatively.

There is, moreover, a certain part of child study that has nothing to do with theory. It is as reliable, for instance, as the science of animal husbandry and big enough to serve as a check point over all but the roughest terrain. It is the study of growth, particularly as carried on at the Yale Child Study Center under Dr. Arnold Gesell.

When he retired in 1948—to be succeeded by Dr. Milton J. E. Senn—Dr. Gesell had spent 37 years finding out what nature, with no help at all from anyone, has decided children should be like. In

Instead of a psychiatrist, what the "backward child" usually needs is to grow up some more.

doing so he and his associates studied some 12,000 New Haven children from newborn to age 10 under all the varying circumstances they could create in the clinic's large and ingeniously equipped laboratory. They found, for example, that 2-year-olds customarily dawdle, that 3-year-olds often imagine themselves to be animals or invent invisible playmates, that most 4-year-olds are bossy and rude—not because of anything that anyone has done or not done for them but because these are normal developmental phases of childhood. In general they found that children are what they are because of the sequence of neurological and physiological growth; that, consequently, they should not be "treated as young adults," in John B. Watson's phrase, but as the limited, unfinished creatures they are. The results are summarized in Gesell's *Infant and Child in the Culture of Today* and *The Child from Five to Ten.* An attentive reading will help much to soothe the troubled parent; for by knowing what to expect, and even more important, what *not* to expect before a child has developed the physical and emotional equipment enabling him to meet given demands, the parent will not mistake mere developmental episodes for "problems," nor create real and serious problems by pushing a child beyond his capacities. Pending a reading of these books, parents might well commit to memory Robert Louis Stevenson's *Whole Duty of Children*, with heavy emphasis on the last line:

A child should always say what's true
And speak when he is spoken to
And behave mannerly at table
At least as far as he is able.

From the growth studies, then, comes one good and factually substantiated rule for being happy, though a parent. It is: *children of the same age are pretty much the same, and there is no reason to worry if they act their age.* For that matter there is no reason to worry if in some ways they are below the "norms" for their age, for all children have their own special rates in all the many aspects of growth. In the long run they come out about even. Instead of a psychiatrist, what the "backward" child usually needs is to grow up some more.

And that, in turn, suggests another good rule, supported by evidence from the fields of genetics, psychology, morphology and endocrinology. It is: *every child is different from every other child, and*

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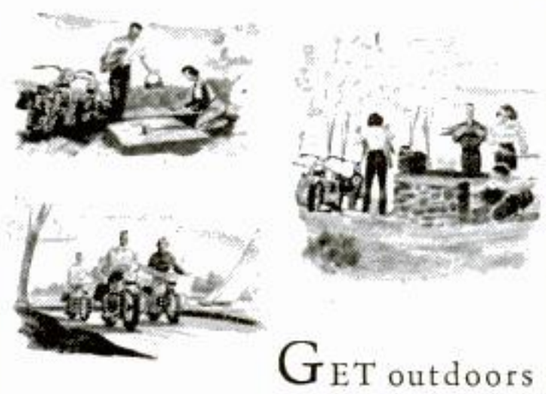
Get in on the *Fun!*

HARLEY-DAVIDSON 125
POWER RIDING FOR EVERYONE!



GET outdoors and have fun! Join the greatest bunch of good fellows in the world . . . the Harley-Davidson 125'ers! Whether you're young or old, you'll find fascinating enjoyment and make countless new friends. The Harley-Davidson 125 is easy to ride . . . you learn in one lesson. It's smooth and comfortable . . . with "easy chair" saddle and big tires. Built for safety . . . with 2-wheel brakes, drop-forged steering head, 3-speed transmission, brilliant lighting. Its racy lines and smart colors make you proud to ride it. And pennies of cost bring you miles of pleasure. Small down payment and convenient terms and it's yours! See your dealer for a FREE RIDE today!

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Dept. L-4, Milwaukee 1, Wisconsin
Send colorful folder and full information about the low-cost, economical-to-operate Harley-Davidson 125.

Name_____
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DEALERS: Valuable franchises available for the full line of famous Big Twins and the 125 Model. Write today.

Fast help for HEADACHE
Upset Stomach • Jumpy Nerves

Today more people than ever before use Bromo-Seltzer. Because this time-proved product gives fast help. Not only for headache pain, but also for the upset stomach and jumpy nerves that often go with it.

Quick! Pleasant! Bromo-Seltzer effervesces with *split-second action,* ready to go to work at once. And it is so refreshing! You must be satisfied or your money back! Caution: Use only as directed.

Get Bromo-Seltzer at your drug store fountain or counter today. It's a product of the Emerson Drug Co. since 1887.

AMAZING THING
By Cooper

SENSATIONAL NEW TING CREAM FOR FOOT ITCH

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IN NEXT WEEK'S ISSUE OF LIFE

AMERICAN REVOLUTION

IN the early years of the Republic, an unknown American artist painted the picture shown here to sum up the spirit of a new nation. A young and fair Columbia, the crown of Great Britain under her foot, lays the victor's wreath on the brow of George Washington. The long and bloody war for independence has been won.

Next week LIFE will present the story of that war as it really happened—and as it has never been presented before. In 17 paintings and prints in color and 29 pictures in black and white, the actions and actors in our war for independence will come to life. And along with this unique picture presentation, LIFE's readers will find some new and perhaps surprising information about the men who believed it was their right and duty to throw off the government of Great Britain.

When LIFE's editors started on this project their first task was to round up a great collection of pictures of the period which would tell the story in authentic and unhackneyed style. Twenty of our correspondents—some as far off as London and Paris—were sent scouting around museums rich in American Revolutionary lore, while two reporters scanned the area between New York and Boston, up the Hudson Valley and down through New Jersey, Pennsylvania, Delaware and Maryland to Washington, searching for picture material and information in local libraries and historical societies, college collections, private homes. Other reporters went through the vast historical picture collections in New York City. From all of the material gathered, several hundred of the best pictures were culled for the editors' consideration. Many of the pictures finally chosen were painted or drawn by men who saw or actually fought in the war. There is, for example, a print by Paul Revere, some watercolors by a British officer who was engaged in the operations around New York, a painting of the fighting at Princeton by the son of General Mercer, who was slain in the battle, *The Surrender at Yorktown*, painted from drawings made on the spot by a Frenchman who fought with Washington. Many of these pictures will be reproduced in color for the first time in LIFE next week.

For all of the pictures presented to the editors, Reporter Jane Wilson dug up reams of research about the artists, the people portrayed, the events depicted. Another reporter set out to find the war's vital statistics, which are not easy to pin down. How many soldiers fought on both sides? How many casualties were there? What was the quality of the fighting men and the weapons they fought with? How many Indians and loyalists fought with the British? Although some of these questions could not be answered completely, LIFE collected more facts and figures of this kind than have ever heretofore been brought together in one place. Some of this information will appear on 15 original maps which were worked out by Art Director Charles Tudor to clarify the course of the war and the action in the major campaigns.

The story starts with the origins of the war and ends with the British surrender at Yorktown. In explaining why the Colonists revolted, who the real villains were and how the war was fought, LIFE explodes many a general misconception. The leaders and the men they led emerge as real people who lived, loved and fought as human beings and not as the sawdust heroes and villains the history books would make them. You will find Washington losing his temper—and losing many a battle. You will see Benedict Arnold as brave general as well as traitor, and find a self-portrait of Major André, sketched in prison the day before he showed Americans "that an Englishman knows how to die." You will also meet a man named Kilroy, who was there when the British opened fire in the Boston Massacre, and learn about many another ragged and miserable soldier.

And through the whole story runs the temper of the times. As Writer Robert Wallace describes it next week, "It was a rising of the spirit, a clean wind lifting just before the dawn, brushing away the night and crying that men somewhere might be free."

ANDREW HEISKELL, *Publisher*

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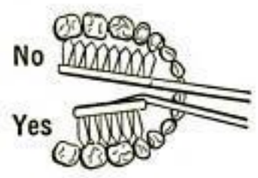
How to buy a Toothbrush

Most dental authorities agree that the right brush, properly used, is far more important than your dentifrice. Use these recommendations as a check list:

Size of head

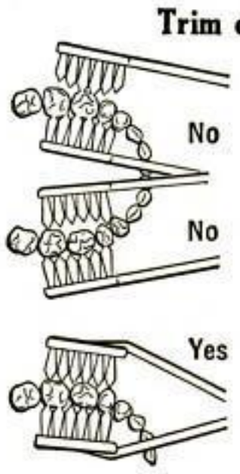


The brushing surface should be approximately equal to the width of three adjacent teeth . . . 1 to 1¼ inches in grown-ups . . . ¾ to 1 inch long in children. A longer head may miss crevices. A shorter head makes brushing tedious.

Soft, Medium, Hard?

There is a right stiffness to suit *your* teeth and gums. Follow your dentist's advice. Allow for the fact that natural bristles soften faster than synthetic.

Trim of bristles



For maximum contact the trim should be straight. Obviously a curve that fits one side of the teeth cannot fit the other. Even tufts help you to exert even pressure on teeth and gums . . . more efficient in reaching crevices from *both* sides of the teeth.

Type of bristle

The synthetic bristles in most brushes outlast natural bristles. For example, Squibb natural bristles, although treated for up to 6 times longer life, cannot outlive the Synton bristles in Squibb brushes. Some dentists prefer natural bristles. Ask yours.

Number of rows

The most popular brushes are made with 3 rows of bristles. Some dentists now prefer 2 rows. Most brands are made both ways. If you switch from 3 to 2, ask your dentist how to use the narrow head for best results.

Brand

There are many excellent brushes. The Squibb Angle Brush, for one, meets all these requirements. It alone combines these features:

A narrow shank to permit proper alignment on the gum line on inside surfaces.

The "Squibb Angle," like the bend in your dentist's mirror, to help you reach hard-to-get-at places.

The Squibb Angle Toothbrush meets every specification set forth in the Journal of the American Dental Association, Volume 33, No. 5, Page 292.

SQUIBB

The priceless ingredient of every product is the honor and integrity of its maker.
—E. R. Squibb & Sons

parents shouldn't worry if their child acts like the kind he is. There is no paradox involved: the second rule simply reflects the facts of individual heredity. Children probably are born with certain talents, such as mechanical ability or a "head for figures," and probably also with a certain basic level of intelligence. They are born, moreover, with a certain glandular balance, a certain predisposition to frailty or ruggedness, and a certain basic body formation. Such things account for the infinite variety of humankind—for the fact that no two people on earth, not even so-called identical twins, begin life with the same physical and mental equipment. The differences in children tend to make them react differently in given situations. Thus, to some degree at least, "character" is determined in the first moment of conception, in the wholly fortuitous intermingling and selection of genes when the sperm meets the egg. Parents who keep that fact in mind will be better equipped to understand, forgive and cope with the unique individual who is their child.

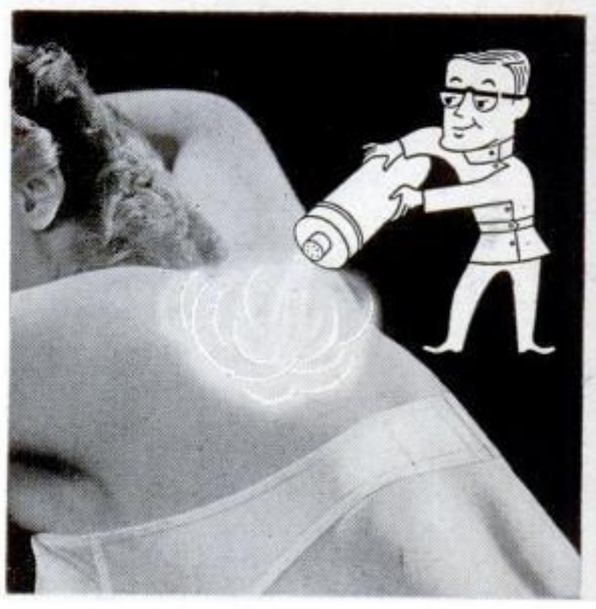
Many of these qualities are, of course, subject to modification. There can be no argument with the theory that experience molds character; before Horney or Watson or even Freud, Tennyson had summed it up in Ulysses' self-analysis: "I am a part of all that I have met." A child is the product not only of biology, and not only of hereditary mechanisms, but obviously also of his special environment. What can parents do about that?

They can use the ordinary good sense which, by the adult stage in their own biological development, Nature presumably has given them. There is no scientific formula for good environment: anyone who can read and write and who has been exposed to the rules of civilization has a working knowledge of what it means. For most parents the danger probably is not that they will knowingly expose their child to "bad influences" but that in their desire only for "good" ones they may protect him too much. The fact is that no one has the information and judgment to decide in all cases what is bad, as the lives of great men oft remind us. Parents can only hope and try for the best, according to their own lights; and if trouble comes, look for the cause; and if a cause is found, do what they can to remove it. In most cases they will not find it in the nasty little boy down the block, or even in the unsympathetic schoolteacher, but in themselves—for the simple reason that a child's life centers in the home, and a home is what parents make it. The first fundamental for good environment is honest parental self-appraisal, not in a spirit of morbid introspection but of objective inquiry.

"Preventive psychiatry," in short, for all its awesome connotations, is as fundamental as Father's easy chair and Mother's apple pie. It was summed up well by Dr. C. Anderson Aldrich when he wrote, "To give a baby all the warmth, comfort, and cuddling that he seems to need; to adjust our habit-training to his individual rhythm; and to see that he has an opportunity to exercise each new accomplishment as it emerges; these are the beginnings of a forward-looking program in mental hygiene."

Or to put it even more briefly, as Dr. Spock has done: ". . . The more people have studied different methods of bringing up children the more they have come to the conclusion that what good mothers and fathers instinctively feel like doing for their babies is usually best after all."

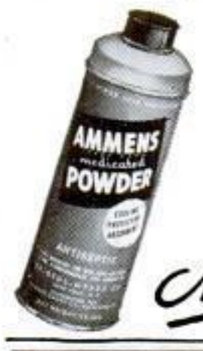
PRICKLY HEAT?



Get FAST RELIEF with this MEDICATED Powder!

No *unmedicated* powder can relieve burning prickly heat as Ammens Powder does!

For Ammens contains *three* famous medicinal ingredients—gives *3-way* medicated skin care: **(1)** It soothes, relieves and helps heal irritated skin. **(2)** Its extra softness protects and cushions sore skin, and so promotes healing. **(3)** Its extra fluffy texture gives cooling relief. For real *medicated* skin care, get genuine Ammens Medicated Powder at any drug counter today.



FREE trial size can. Write today to Dept. L-603, Bristol-Myers Co., Hillside, N. J. *(Offer limited to U.S.A.)*

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"YOUR TRIP ABROAD"
RICHARD JOSEPH, NOTED TRAVEL AUTHORITY, RECOMMENDS

- Pack or unpack in 3 minutes
- Eliminates pressing bills
- Suits travel wrinkle-free on regular hangers
- Pockets for all underclothing
- Models for men and women

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ATLANTIC PRODUCTS CORP. • TRENTON, N. J.

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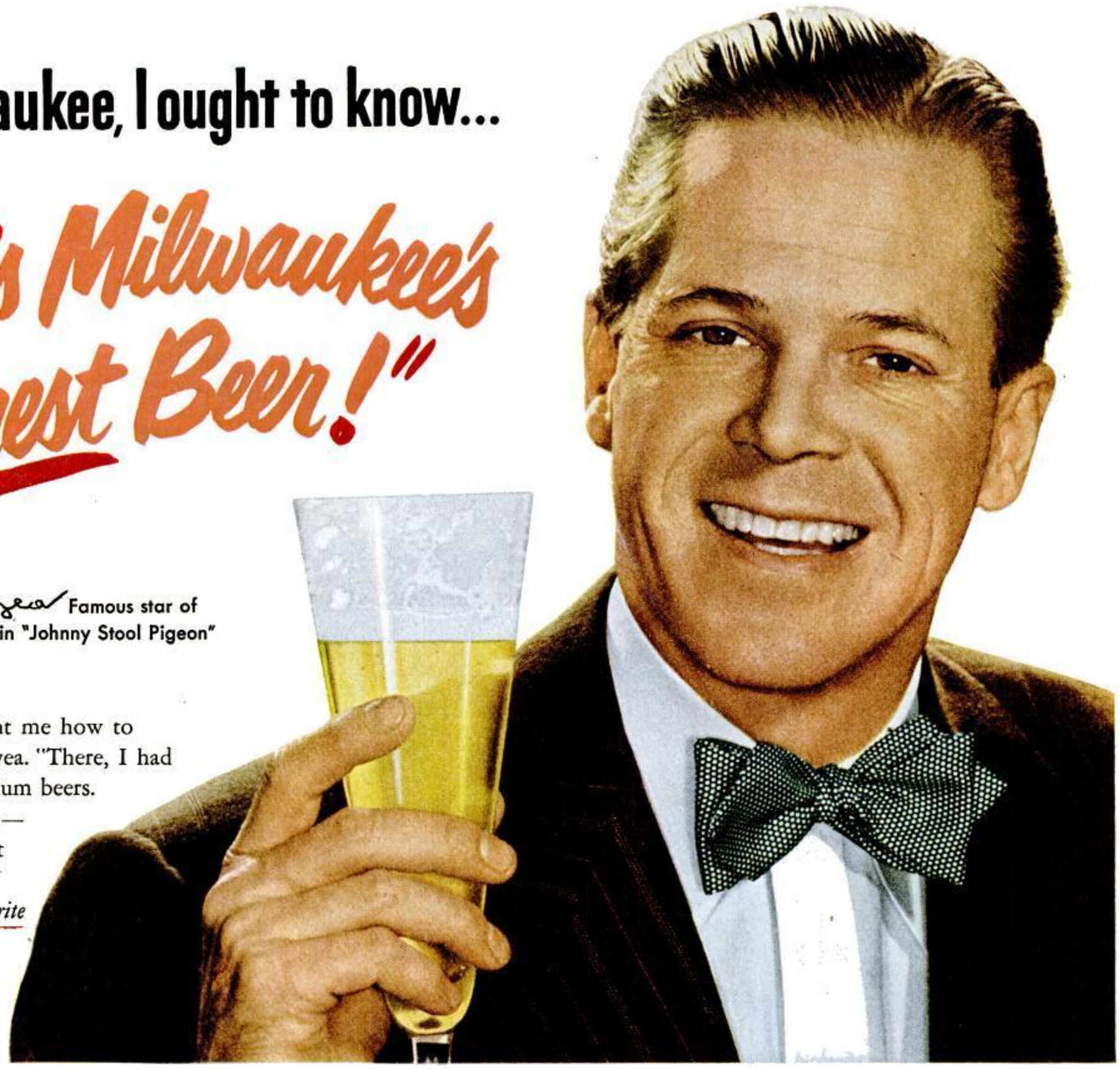
"I lived in Milwaukee, I ought to know...

Blatz is Milwaukee's Finest Beer!"

says Dan Duryea Famous star of stage and screen, now appearing in "Johnny Stool Pigeon"



• "Living in Milwaukee taught me how to judge good beer," says Dan Duryea. "There, I had my choice of the nation's premium beers. Of them all, my favorite is Blatz—Milwaukee's *finest* beer! And most other Milwaukeeans agree. That's why Blatz is also Milwaukee's *favorite* beer!" Yes—*official figures* show that Blatz is the *largest-selling beer in Milwaukee and all Wisconsin,* too. Try Blatz Beer, today!

To millions of devoted fans, Dan Duryea is Hollywood's number one "menace." But in real life, Dan's a quiet home-body whose biggest interest is raising flowers in his modern greenhouse.

Take a tip from Dan Duryea. Ask for Blatz at your favorite tavern, club, restaurant, package store or neighborhood store. It's Milwaukee's *finest* beer!

TUNE IN DUFFY'S TAVERN
Thursday Evening,
9:30 E.D.S.T., N.B.C.

Blatz
BETTER TASTING BEER FOR THE 99TH YEAR

Blatz is Milwaukee's First Bottled Beer!

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At your food store now

THE KRAFT Picnic

MORE PICNIC FUN FOR EVERYONE

WITH KRAFT CHEESE SPREADS!

SO GRACEFUL AND LOVELY... *these smart new-design glasses*

Right into the basket go the Kraft Cheese Spreads in their own handy (and so charming!) glasses. Put in some sliced white, raisin or rye bread and let everyone create his *own* sandwiches. *Be ready*, Mom, for *easy* picnics like that, with a good assortment of Kraft Spreads: *Kraft Pimento, Olive-Pimento, Relish, Limburger, Cheese and Bacon, Pineapple, "Old English"*, "Smokelle"*,* and *"Roka"*.*

**Trade-mark*

NEW PERFECT WAY TO GET CHEESE IN SLICES!

They're *KRAFT De Luxe SLICES* . . . cut, wrapped and sealed by Kraft right after the cheese is pasteurized! The neat ½-pound package holds 8 *perfect slices* (no slivers, no dried edges.) *KRAFT De Luxe SLICES* come in five kinds of pasteurized process cheese: *AMERICAN, PIMENTO, SWISS, BRICK,* and *sharp "OLD ENGLISH" Brand.* All protected by Kraft every step of the way to *your* kitchen.

Wonderful new book on cheese cookery! Every woman who loves to serve unusual dishes will want "THE CHEESE COOKBOOK," by Marye Dahnke, Director of Consumer Service for Kraft Foods Company. Two-hundred twenty-four pages; 250 distinguished recipes; washable cover. Get it at your local book store or send $2.00 and your name and address to the publishers, A. A. Wyn, Inc., 23 West 47th Street, New York City 19, N. Y.

CHEE-WHIZ for picnics! Make the sandwiches at home with your favorite Kraft variety and bread. Brush the outsides of your sandwiches with melted butter or Parkay Margarine. Wrap in waxed paper. At the picnic, pan broil or grill on a wire rack until the bread is golden brown, the cheese melted.

THE WORLD'S FAVORITE CHEESES ARE MADE OR IMPORTED BY KRAFT

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Parade...

for easy-to-fix eatin' fun at the beach, in the woods, in your own back yard

Bright ideas for outdoor eating! They're here galore in the *many* wonderful varieties of cheese and cheese delicacies Kraft makes or imports.

The *more* Kraft varieties you know, the *easier* it is to get out of kitchen work, to pack up for picnics, put on parties, or set out summer meals.

So right now browse around at your dealer's Kraft Picnic Parade display. Take home your old Kraft favorites *plus* several "new discoveries" from the big Picnic Parade of cheeselovers' delights!

FOR YOUR PORCH OR YARD PARTIES.

Keep a good assortment of these special "fancy" Kraft varieties on hand. Pass a cheese tray to top off a summer meal or *solve* the party refreshment question easily and beautifully!

MacLaren's Imperial is the *aristocrat* of sharp cheddars! *Dan-Dee Gouda*—a gay touch for your cheese tray and glorious eating. *"Philadelphia" Brand Cream Cheese*—"rich-tasting" and guaranteed fresh! *Crown Brand Pasteurized Process Swiss*, delicately nut-sweet—imported from the Alpine country.

Wedges of Grand Eating! They're wedges of genuine, rich-tasting cream cheese blended with other good things! Your folks will *love* to lay knife to 'em! *Kraft Chive* Cheese Spread, *Pimento, Olive-Pimento, Relish* and *Pineapple* Cheese Spreads. Wonderful for sandwiches and snacks. Try them soon.

Kraft Camembert—in velvety-crusted, perfectly ripened wedges. *Blue Chips Brand*—a zippy blend of blue cheeses pressed into a roll for slicing. *Chantelle*—mellow as old wine, golden inside its gay red coat. *Kraft Blue Cheese*, the finest American-made blue cheese, in individually wrapped wedges.

New! Smacking-Good Links! They're appetite-teasers—ready to slice for your snack tray. *Kraft Hickory Smoked* with the savory, smoky taste; *Kraft Garlic, Kraft American*, and *Kraft Bacon Pasteurized Process* Cheese Foods.

Your old favorites . . . deliciously mild *Velveeta*, pasteurized process cheese food. Mellow Kraft *American* and sharp *"Old English"* Brand pasteurized process cheeses.

Old-time goodness! Here's mild natural American Cheddar made of pasteurized milk and cured in the sealed wrapper. *Kay Brand* is the password to this modern miracle. A Kraft triumph!

Sharp cheddar—Long-aged natural cheddar, packaged without rind. *Kraft Sharp Cheese* combines the crumbly texture and mellow sharp cheddar flavor so many cheeselovers prize.

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When tired men come home "UNDER PRESSURE"

let 'em have plenty of

ICED tea

Restaurants and hotels today are making quite a point of serving correctly brewed iced tea. Order a glass next time you eat out.

NATIONAL ICED TEA WEEK JULY 7-15

It's a big moment when the cool frosty pitcher comes tinkling in from the kitchen. All of a sudden summertime seems worth the effort. Iced Tea—the Great American Cooler Off-er. And more.

For when tea comes on the table, family faces start to brighten. Hot or iced—isn't tea the one refreshing drink that steps you up without keying you up? Its clean taste makes everything you eat taste better.

Try tea—a steaming cup or frosty glass—and see if it doesn't help relieve the pressure of your day and make you feel better. (Not much cost involved, either. Tea costs less than any other beverage you can serve.)

TO MAKE GOOD TEA . . . THE STEPS ARE THREE

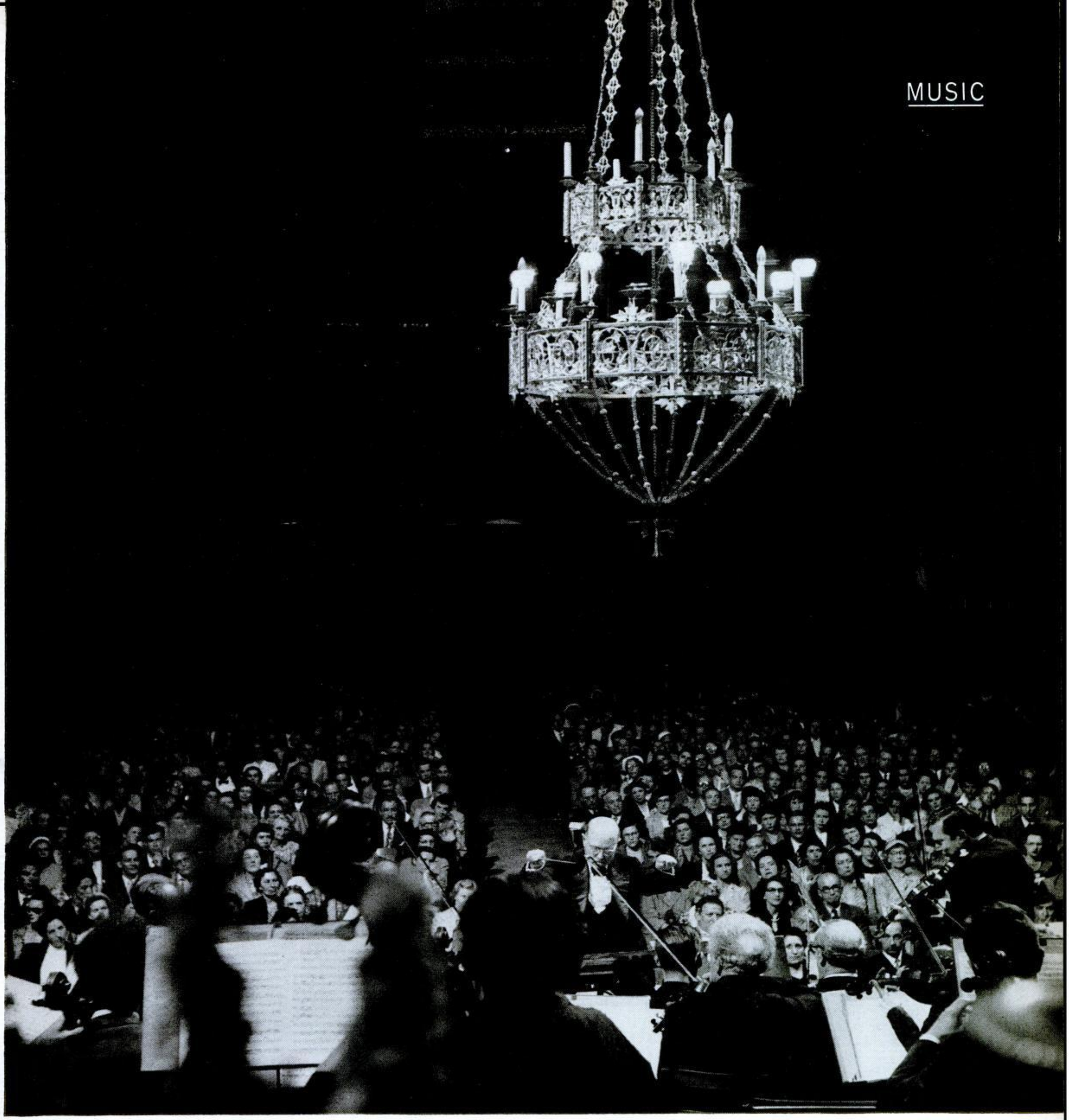
1 *Have the water for your tea*
Boiling, boiling merrily!

2 *Tea bag or teaspoon-it matters not,*
One for each cup and one for the pot.

3 *Don't skimp the time in which you brew it*
Three minutes or more—
no less will do it!

P.S. For Iced Tea, use half again as much tea and plenty of ice.

Tea Council



AT THE FESTIVAL'S OPENING in Church of St. Pierre, Casals leads orchestra in a concerto. He conducts briskly, his tempo faster than is conventional for Bach.

CASALS IS HEARD AGAIN

In the French town of Prades the Catalan cellist breaks his silence to honor Bach

The village church was dimly lit but the moment was unforgettably bright: standing beneath a glowing chandelier, Cellist Pablo Casals was re-entering the world of music. After three years of self-imposed exile he was breaking his silence (LIFE, May 15) to play again on the 200th anniversary of the death of the composer Bach. As the 20-day commemorative festival opened in the French town of Prades, more than 1,200 people crowded into the church—townspeople, visiting musicians and music lovers from all over Europe and the U.S. As they had expected, they were enraptured. On opening night Casals conducted a small orchestra through three Bach concertos. But the great thrill of the evening came when the 73-year-old Catalan brought out his cello and with all his old artistry played Bach's *Suite No. 1 in G Major*—eyes closed, now bowing vigorously, now with matchless delicacy. As his music poured forth, some of the world's finest musicians wept. Others in the audience listened almost breathlessly and then, warned not to applaud in the sacred place, rose in eloquent silence (*p. 134*) to pay Casals tribute.

CONTINUED ON NEXT PAGE

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" 'Safety First' and 'Be Prepared', Mr. Johnson. You'd better stop at the bank and get some American Express Travelers Cheques."

Time to travel? Do yourself a good turn. Protect your travel funds with American Express Travelers Cheques. If these cheques are lost or stolen, you get a quick refund. And you can spend them *anywhere* because American Express Travelers Cheques are the most widely accepted cheques in the world. Just sign them when you buy them—again when you spend them. No other identification needed.

Your BANK has American Express Travelers Cheques. Also available at Railway Express and Western Union offices. Ask for them by name. Only 75¢ per $100 . . . 40¢ for $50 or less.

CONVENIENT AS CASH—100% SAFE!

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MOST WIDELY ACCEPTED CHEQUES IN THE WORLD!

Fast Relief For Hot, Painful Feet

If you can't get your feet off your mind because they torment you unmercifully—just do this and you'll want to tell everybody about your wonderful experience with Dr. Scholl's Foot Balm. Rub your feet with it for a few minutes. You feel its soothing, nerve-quieting, stimulating effect at once. That fiery, aching, sore, tired feeling from exertion and fatigue is soon gone, forgotten. It is amazing how Dr. Scholl's Foot Balm leaves your feet so relieved, rested, refreshed, relaxed and revitalized so quickly. Get a jar today. At Drug, Shoe, Department Stores, Toilet Goods Counters.

ENJOY T-N-T POPCORN all summer long

NEW! Smart idea! **COTTON PICKER®**
Cosmetic Cotton
For home permanents, cosmetics—gives you clean cotton as you need it! Special top holds wave lotion. Get it today.
A CURITY Product
BAUER & BLACK
Division of The Kendall Company, Chicago 16

Famous for *Sleep* to start your day *bright*

Your choice of OSTERMOOR Quality Mattresses ...traditionally as fine as money can buy. Superlative in comfort, in structural excellence... and long wear. Therefore soundly economical.

INNERSPRING **OSTERMOOR**

AMERICA'S QUALITY MATTRESS FOR NEARLY 100 YEARS

See your Local Dealer, or write "Ostermoor" Chicago 16, Ill., or Bridgeport, Conn.

GOING TO A REHEARSAL, French cellist, Paul Tortelier, carries his two cellos uphill. The orchestra consisted of both French and American musicians.

TWO TOOTLERS, Flutist John Wummer of New York Philharmonic and Oboist Marcel Tabuteau of the Philadelphia Orchestra, rehearse. American

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PRADES'S TOWN CRIER rests on his bicycle as he stops to blow his horn and announce the first concert. The crier is an ancient institution in Prades.

players at Prades at first considered the French musicians sloppy. The French thought the Americans too brash. But after a while they all got along happily.

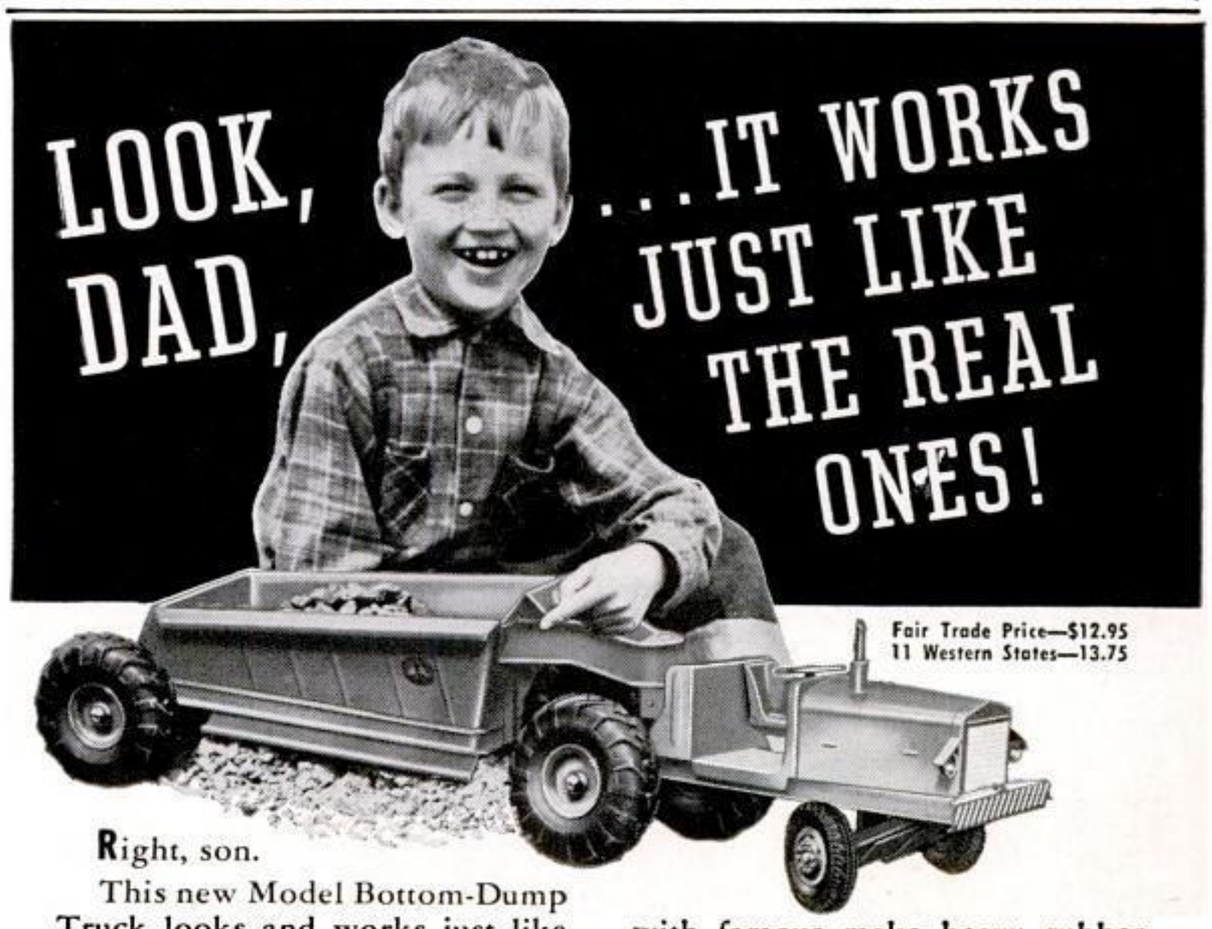
CONTINUED ON NEXT PAGE

Ham heaven—that's what it is... sheer ham heaven:

Combine ¼ cup vinegar, ¼ cup brown sugar, and 2 tablespoons **Best Foods Mustard-with-Horseradish.** Pour over a ham slice and bake in a moderate oven about 1 hour.

The first bite will convince you that a tantalizing dash of horseradish skillfully blended with mustard can work wonders! Give it a try... today!

MADE BY THE MAKERS OF BEST FOODS AND HELLMANN'S REAL MAYONNAISE



Right, son.

This new Model Bottom-Dump Truck looks and works just like the giant earth-hauling Euclids you see on big construction jobs. Like other Model Toys this authorized reproduction is all-steel, equipped with famous-make heavy rubber tires. It's sturdy enough to ride on! Detachable tractor can be used to tow other toys. Great fun—in sandbox or year-round playroom!

MEMO TO MOM:
Now that school's out, you'll especially appreciate the way Model Toys keep youngsters absorbed in constructive play.

COMMENDED BY THE CONSUMER EXPERTS OF PARENTS' MAGAZINE

WHEREVER FINE TOYS ARE SOLD. FOR FREE CATALOGUE, WRITE:
THE CHAS. WM. DOEPKE MFG. CO., Inc., ROSSMOYNE, OHIO

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for Enchanted Moments

For your enchanted moment (and it may come any moment) only one lipstick will do. It is Tangee! Because it is made by a newly perfected secret formula, you will discover:

(1) *A finer texture*...making it easier to apply. Still more important, it does not smear.

(2) *Stays on longer*...longer than any Tangee lipstick you have ever used.

(3) *Comes in enchanting colors*—the pink of perfection, Tangee Pink Queen — and six other glamour shades.

THE *New Tangee* LIPSTICK

SILENT OVATION after Casals' cello solo is given by the audience which, warned against applauding, simply stood up. Hand in foreground is statue's.

CONTINUED ON PAGE 137

(Advertisement)

why women lose their tempers

Women have told us that some of the underarm deodorants they bought made them lose their tempers. Some deodorants worked like a dream — but only for a few hours! Others checked perspiration, but not odor. Or they irritated skin; rotted fabrics; were vilely perfumed.

* * *

Chemists at the Andrew Jergens Company, in Cincinnati, determined that they would create the kind of deodorant that women really wanted. And they did!

* * *

They perfected Dryad — an exciting new triple-action spray deodorant that gives *instant* protection. Dryad checks perspiration *instantly!* It eliminates the odor of perspiration acids *instantly*. It overcomes odor-causing bacteria *instantly!*

* * *

No other deodorant duplicates Dryad's exclusive 48 hour protection . . . yet Dryad won't harm sheerest fabrics. The mist from Dryad's pink, squeeze-bottle has a clean fragrance that even men like. Buy a 49¢ bottle of Dryad, now . . . it will last until winter! ***(Also in cream form)***

DOUBLE MURDER TO BUGS

This double-use insect spray knocks 'em out: (1) while flying, (2) while crawling . . . on surfaces, lasts for weeks.
Kills flies, mosquitoes, roaches, ants, moths, bedbugs.

DOUBLE USE Knox® Out

Also: KNOX-OUT Powder 10% DDT in handy duster package.

INSECT SPRAY 5% DDT

Pro·tek·tiv

for children's normal foot growth

Style 5962

Helps keep ankles from turning in because there's a wedge built in the heel.

Curtis, Stephens, Embry Co., Inc., Reading, Pa.
MODERN AGE and OFFICIAL GIRL SCOUT SHOES

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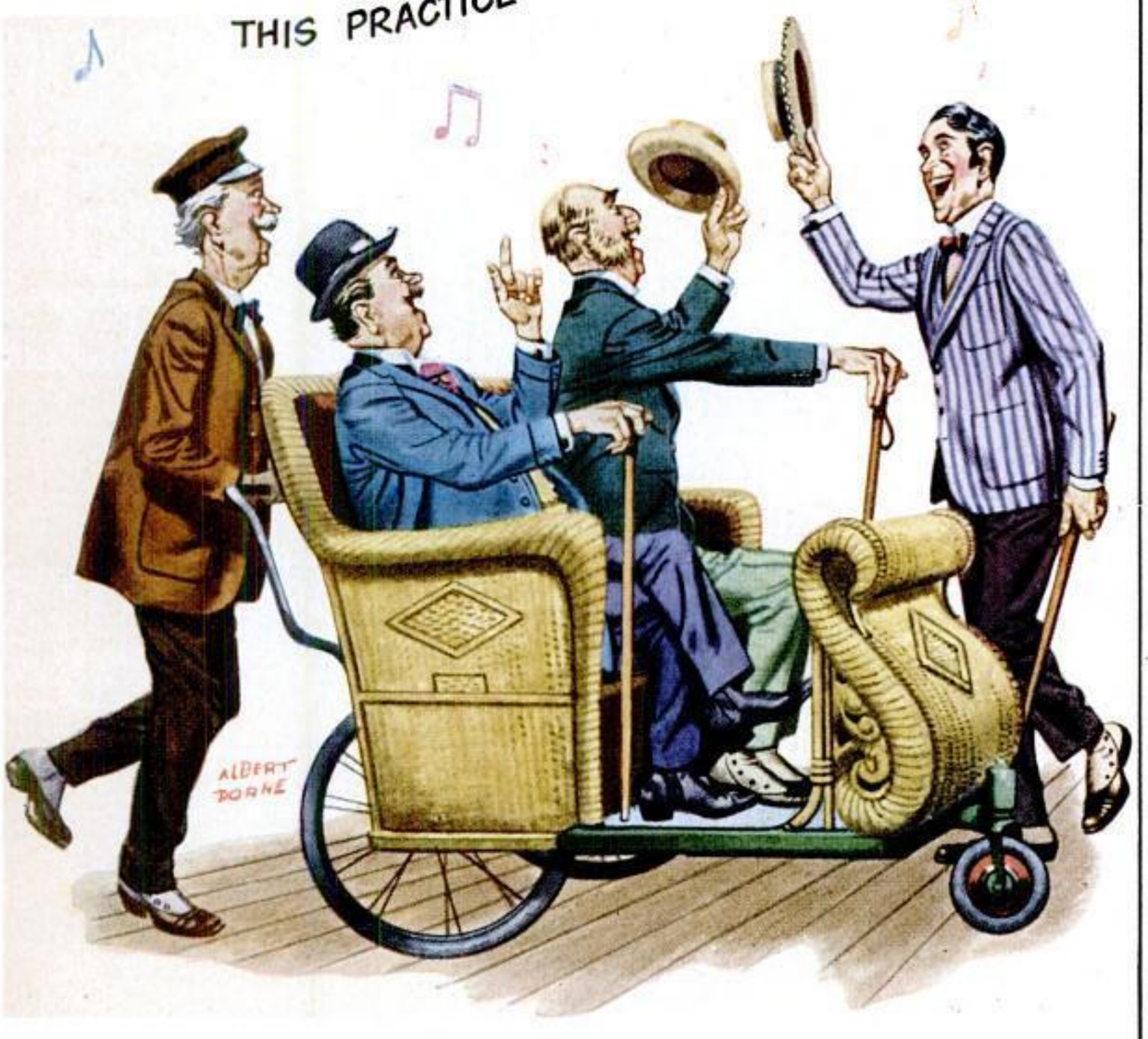
WANT THE TASTE THAT GLADDENED GRANDPA ON SEASIDE HOLIDAYS ?

WANT THE GOOD OLD-FASHIONED FLAVOR GOOD FELLOWS USED TO PRAISE ?

YOU CAN BET YOUR SPATS AND DERBY HATS THIS PRACTICE REALLY PAYS —



JUST TELL THE MAN YOU WANT IMPERIAL!

IMPERIAL is made by Hiram Walker.

And Hiram Walker's 92 years at fine whiskey-making makes Imperial good!

Blended whiskey. 86 Proof. 70% Grain Neutral Spirits. Hiram Walker & Sons Inc., Peoria, Ill.

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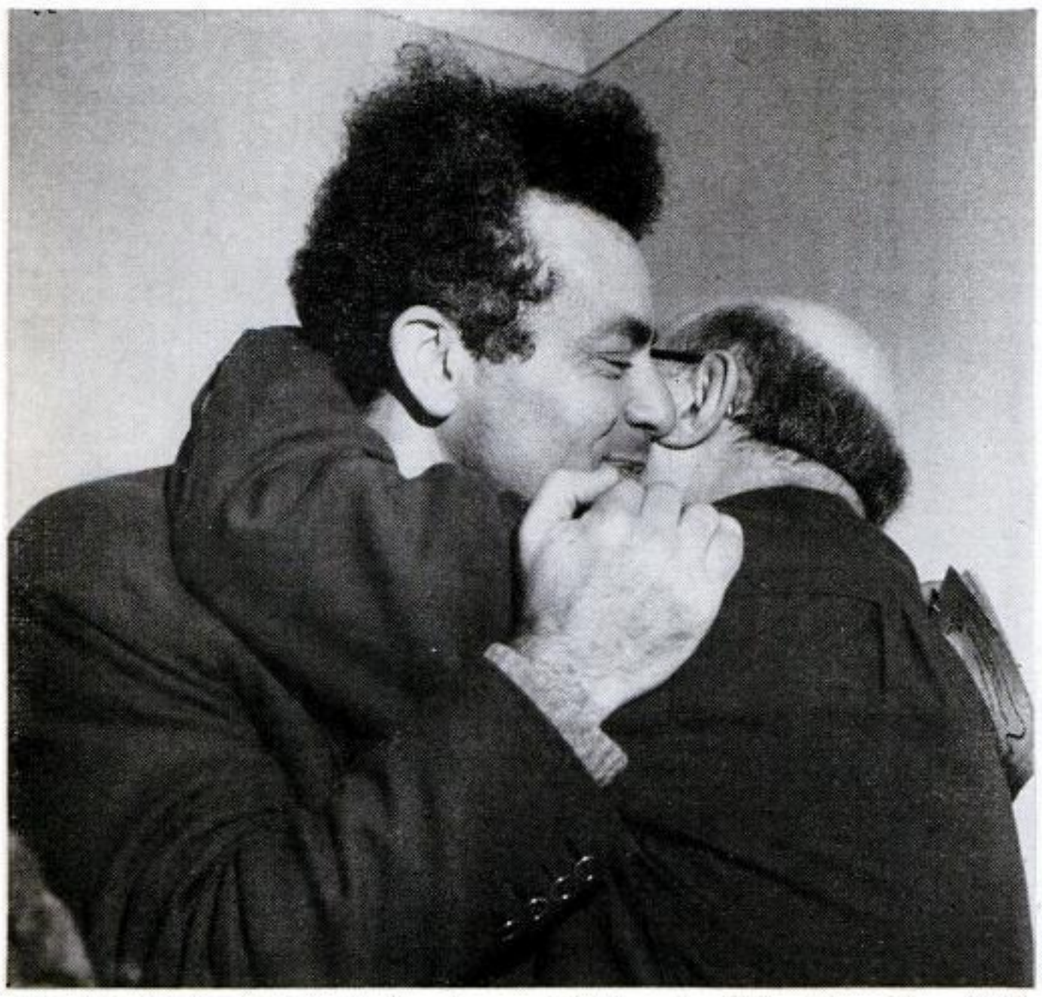
It's *Sunshine...* for Finer Flavor!

Crunchy, golden HI HO Crackers! The crispest friends your soups, spreads and salads ever had! Look for them now at your grocer's in this big, bright package!

From the Thousand Window Bakeries of



CASALS EMBRACES his favorite pupil Alexander Schneider after a brilliant rehearsal. Violinist Schneider, also a famous master of Bach, was a soloist.

CASALS TOASTS wife of French Cellist Paul Tortelier, whose baby daughter was born in Prades a few days before festival. Casals was chosen godfather.

CASALS FONDLES godchild after her christening, while Mme. Tortelier looks on. The baby was named Maria de la Pau (Pau is Catalan for Pablo).

Chosen by the Museum of Modern Art for "Good Design"... Emerald Glass by Libbey! Breath-taking jewel color... pure "Classic" lines. Correct for both modern and traditional settings. In a complete table service. Rims are guaranteed.*

*"If the rim of a Libbey 'Safedge' glass ever chips, we'll replace it."

Set of 8 of one shape, boxed, $1.50

At leading stores everywhere!

Sherbet—8 oz. "Toddler"—9 oz. Juice—6 oz. Beverage—10 oz. Iced Tea—14 oz.

LIBBEY GLASS

ESTABLISHED 1818

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LINEUP of pupils outside schoolroom door awaits word of the teacher (*center*) before entering room.

HATS change with the seasons: black felt in winter and straw in summer. Here season is just changing.

Life Visits

An Amish Schoolhouse

THE CHILDREN OF AN OLD SECT KEEP TO THEIR OLD-FASHIONED WAYS

The Old Order Amish, a sternly conservative offshoot of the Mennonites who began settling Pennsylvania in the 17th Century, have a fundamental aversion to all new kinds of clothing, to innovations like the automobile and electricity and to modern ideas of education. They believe that schooling should be based on firm Christian principles and should not continue beyond the elementary grades. After that children should be put to work on the farm.

In Pulaski, Pa., where these pictures were taken, the Amish children go to a one-room public school that is also attended by some non-Amish children. But the school has taken on a predominantly Amish character. The lessons are simple and the textbooks are almost as outdated as the children's quaint clothes. Between lessons the Amish pupils chatter busily together in their own German dialect, referring to the non-Amish as "the English people." At recess time they rush out to the yard to start a game of tag or, better yet, get a group together to "play farm," a pastime the boys find much more fun than a dull organized game like baseball.

PLAYING PLOWMAN gives one small boy a welcome chance to put two of the girls to work for him.

←AN AMISH GIRL STARTS HER LUNCH OF SANDWICHES AND PIE

CONTINUED ON NEXT PAGE

Copyrighted material

Got a minute?

Have a Hires!

Sharing a dream . . . a bright blue sky? Share a Hires, too. You can enjoy Hires most anywhere . . . by the bottle . . . at fountains . . . or from automatic dispensers. When you want refreshment, ask for Hires. It makes a minute mean so much.

SCHOOL PUMP is a favorite meeting place before school opens and during recess. It is the only place where the children can wash up or get a drink of water.

SCHOOL HATRACK holds girls' outer caps (*top*). Coats have hooks and eyes since most Old Order Amish reject buttons. But now some shirts have buttons.

CONTINUED ON PAGE 142

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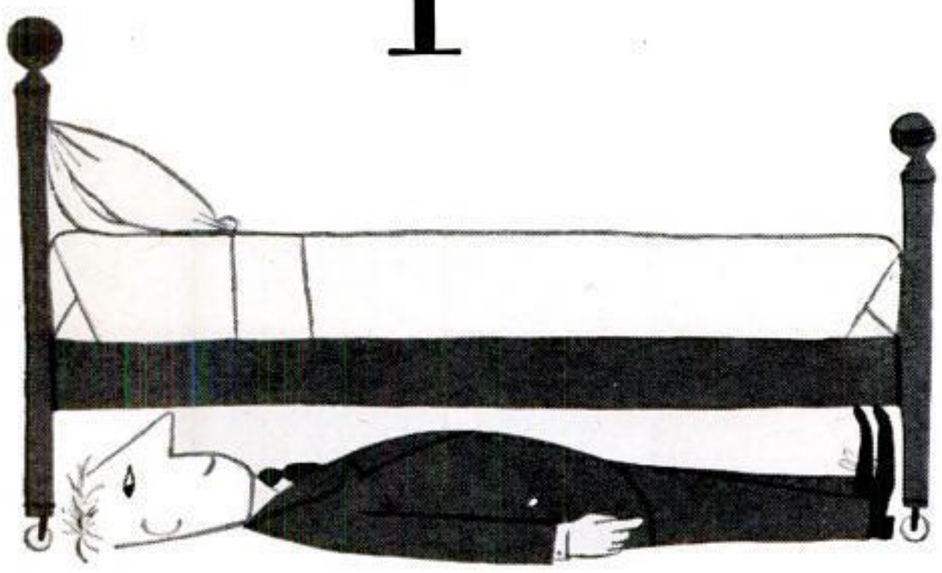
What to do when an insurance agent calls

1



Go hide under the bed

He might be selling fire insurance, but your house couldn't burn down. Or could it?

2

Have your secretary tell him you are in Pongo-Pongo

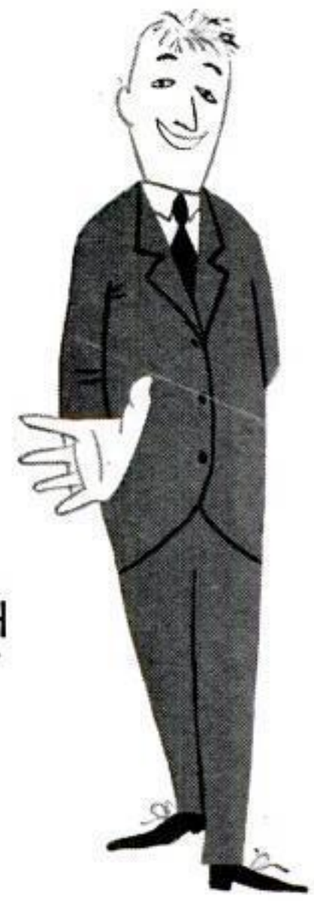
He might be selling accident insurance, but *you* couldn't have an accident. Could you?

3

Put up a sign that says "MEASLES"

He might want you to buy burglary insurance. But nobody would ever steal anything from *you*. Or would they?

4



WELCOME THE MAN!

Because he might be an Agent of one of the North America Companies. Which means he's especially qualified to give you expert advice on insurance problems. It means he's representing an organization "as strong as the continent for which it's named." One of the oldest, largest and most progressive organizations in the business.

Remember—it costs you *not a cent more* to get the best property and liability insurance advice and the strongest insurance protection. Your best buy is insurance in a *good*, sound company, planned and tailored to your needs by an Agent who really knows his business. See an Agent of one of the North America Companies soon, won't you?

Insurance Company of North America, founded 1792 in Independence Hall, is the oldest American stock fire and marine insurance company. It heads the "North America" Companies which meet the public demand for practically all types of Fire, Marine and Casualty insurance; Fidelity and Surety Bonds. Sold only through Agents or Brokers everywhere.

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feel
that sweet "feel"

hear
that famous "click"

see
the distance you get

it's the great new Spalding

DOT®

powered by "TRU-TENSION WINDING"

for maximum distance combined with sweet feel!

Golf's greatest ball—the one and only DOT—made greater than ever!

Powered by Spalding's own, improved "Tru-Tension" Winding, the 1950 DOT delivers: *Consistent maximum distance* combined with sweet feel and that famous DOT "click". And every DOT will perform and feel *exactly* like every other DOT!

Yours for *consistently* lower scores...

• • •

Other Great Spalding Golf Balls: *For power*—the new AIR-FLITE®, with "Tru-Tension" Winding. *For durability* as well as distance—KRO-FLITE® and TOP-FLITE®. *A. G. Spalding & Bros., Inc.*

DOT *and* TOP-FLITE *at Pro Shops only.*

SHY FIRST-GRADER, who was brought up to speak only the Amish German dialect, hides behind a pillar on the school porch while the other children play.

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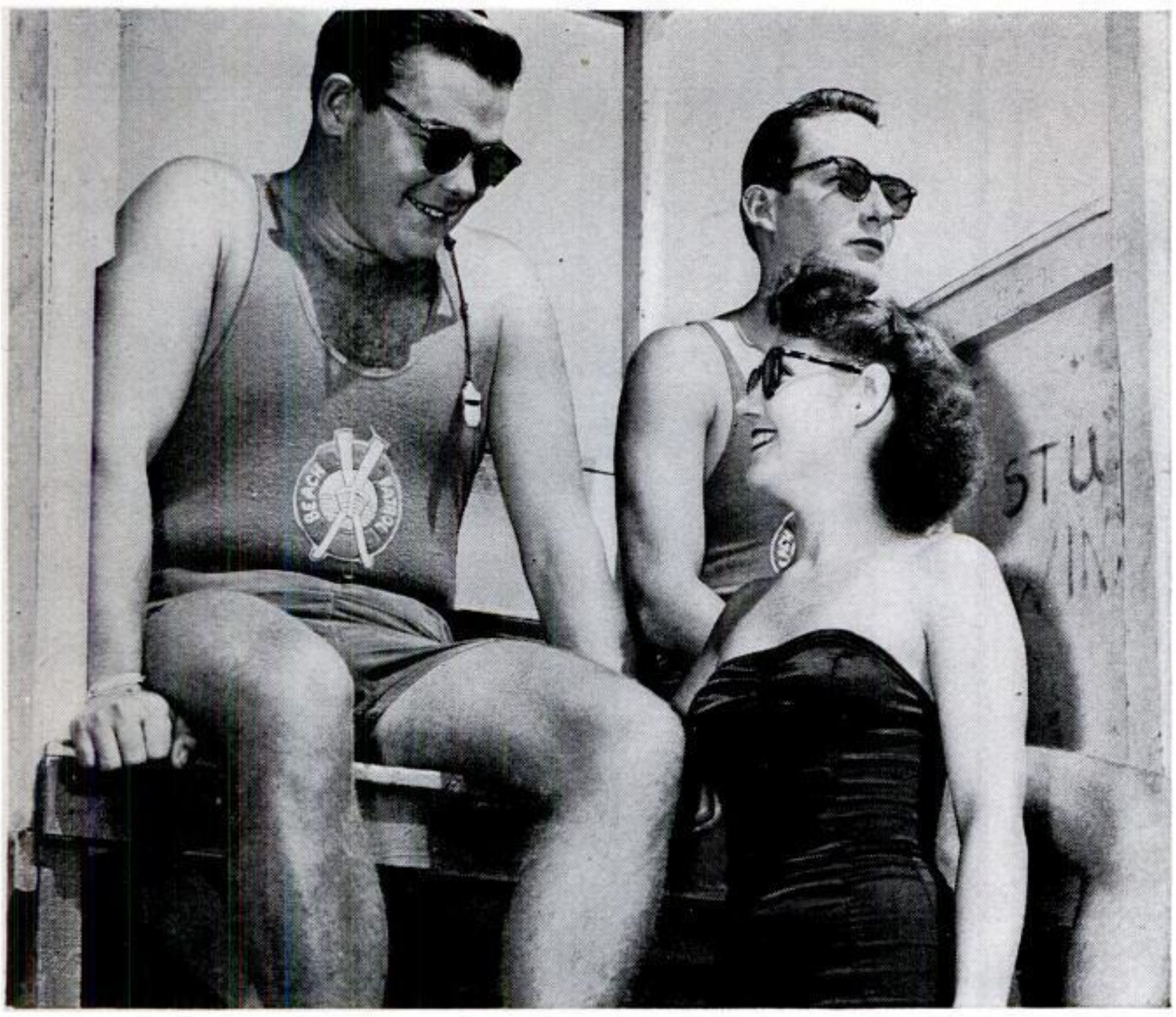

WATER GLARE REDUCES VISION FOR HOURS! A scientist studied reactions of lifeguards, found ability to see seriously reduced after a day on the beach. Sun glasses help prevent this handicap!

SUN GLARE REDUCES ABILITY TO SEE LONG AFTER EXPOSURE!

Science Finds Sun Glasses Protect Eyesight From Dangerous Effects

Your ability to see suffers about one-third reduction after over-exposure to sun! Ill effects last many hours, sometimes days! Sun glare impairs sight after dark, can cause serious driving accidents. Eyes weakened by excessive sunlight can cause injuries on the job, too.

A noted university scientist proved these facts in research for the Army and Navy and in experiments with Atlantic City lifeguards. Time Magazine reported the findings last December. Every person risks loss of eye sensitivity in bright sunshine. This dangerous reaction is known medically as *aphotesthesia* (reduced sensitivity of the retina)—it occurs when glaring light uses up "visual purple" (a chemical on the retina) faster than normal. Your eyes then fail to react properly to light. Tests prove sun glasses prevent this condition.

Buy two or three pairs of sun glasses now! Keep them handy for driving, hiking, bathing beach, and all activities. Throughout the country you find sun glasses with fine Houze lenses. Houze pioneered colored glass in America and is proud of experience dating back to 1867. L. J. HOUZE CONVEX GLASS CO., Point Marion, Pa.

Guaranteed by Good Housekeeping

National Sun Glass Week June 26—July 2

WEAR SUN GLASSES FOR COMFORT AND SAFETY

Advertisement

VISION WEAKENED BY SUNLIGHT CAN CAUSE ACCIDENTS! Most auto injuries occur at night, sun-weakened eyesight often is a factor. And days later on the job, danger can arise if vision has been affected by over-exposure to sun. Sun glasses help prevent this threat!

SAVE EYES FROM HARMFUL SUN GLARE! Exposure to excessive light dims your ability to see things. Your eye-reaction to light is reduced an average of one-third, nine-tenths in some cases. Sun glasses help prevent this danger!

WEAR SUN GLASSES EVERY BRIGHT DAY! Two or three pairs kept in convenient places will give needed safeguarding wherever you live, drive, work, or play. Buy them today—have them handy. Sun glasses help prevent loss of eye sensitivity!

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Summer's Coolest Note

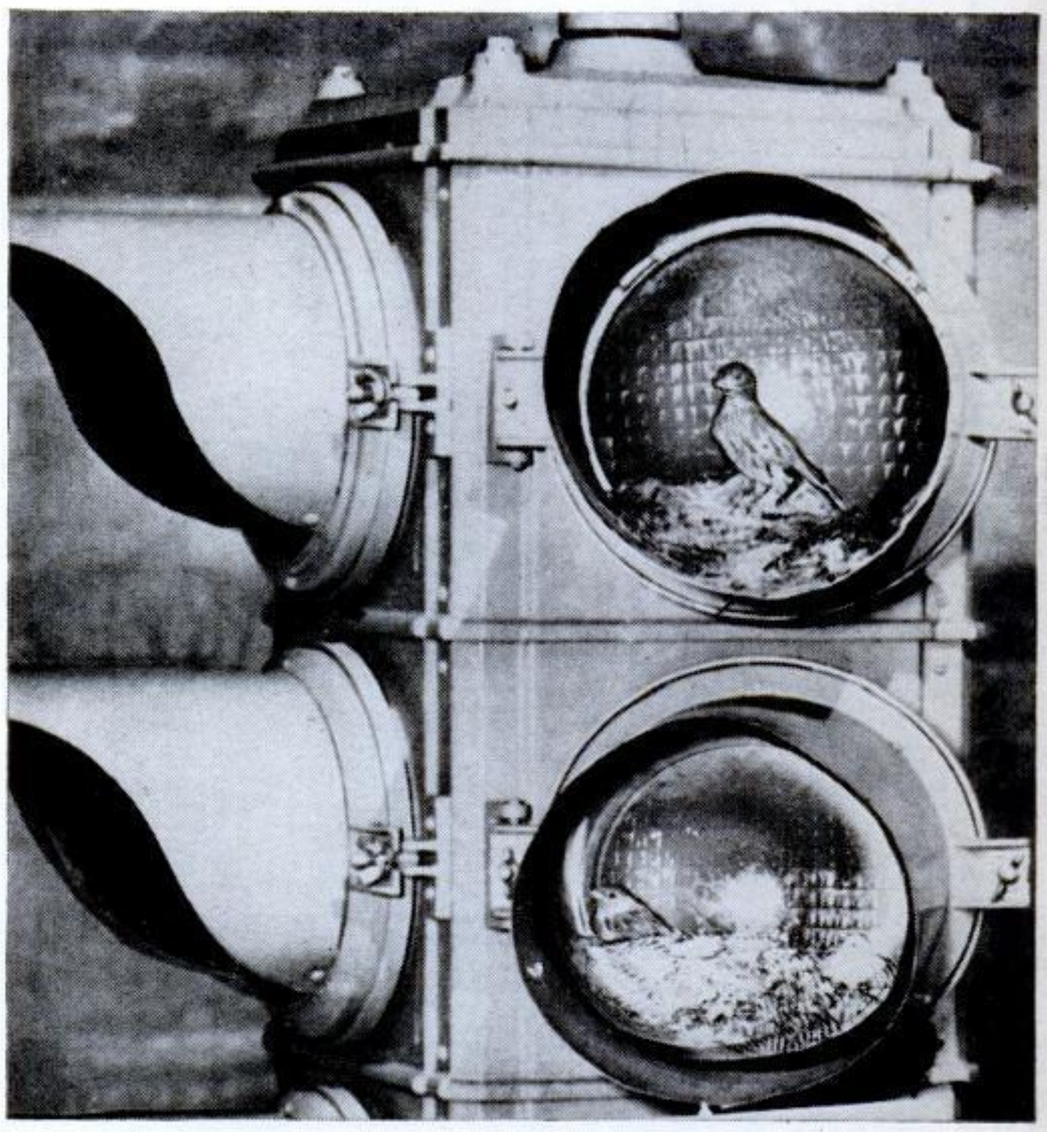
HAGGAR-CORD Slacks of NYLON and Rayon

Cool the instant they touch your skin. Special ventilated weave keeps them cool after hours of hot weather wear. Made of NYLON and rayon for lightness, comfort, extra strength and good looks. Wrinkle resistant... shape retaining. Full cut and expertly tailored to the exclusive standards of the Haggar label. Zipper fly. Snap fastener in left rear pocket (an exclusive Haggar Feature). Haggar-Cords in grey, blue and tan... other smart nylon fabrics in a wide selection of colors and patterns... at leading stores everywhere from about **$5.95 to $6.95.**

HAGGAR Slacks

HAGGAR CO.
DALLAS

HAGGAR PANT-O-RAMA—Use the Pant-O-Rama at your Haggar dealer's. Color wheel automatically selects correct accessory colors to go with your Haggar Slacks.



HOME IN A LIGHT is better than home in a tree to the two sparrows above. Their nests, built inside deep circular shields of traffic light in Denver, were completely protected from the weather. But before the sparrows could lay eggs, maintenance men cleaned lights and destroyed nests.

HOME ON A HEAD was built by this spotted flycatcher in Surrey, England. The wooden figurehead is in niche over the front door of a chiropodist's home. Although the chiropodist's patients constantly shook the nest as they slammed the front door, the flycatcher stuck to nest until it hatched five eggs.

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Thirst, too, seeks quality

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